

SALINAS

1874
81

1974

BUSINESS

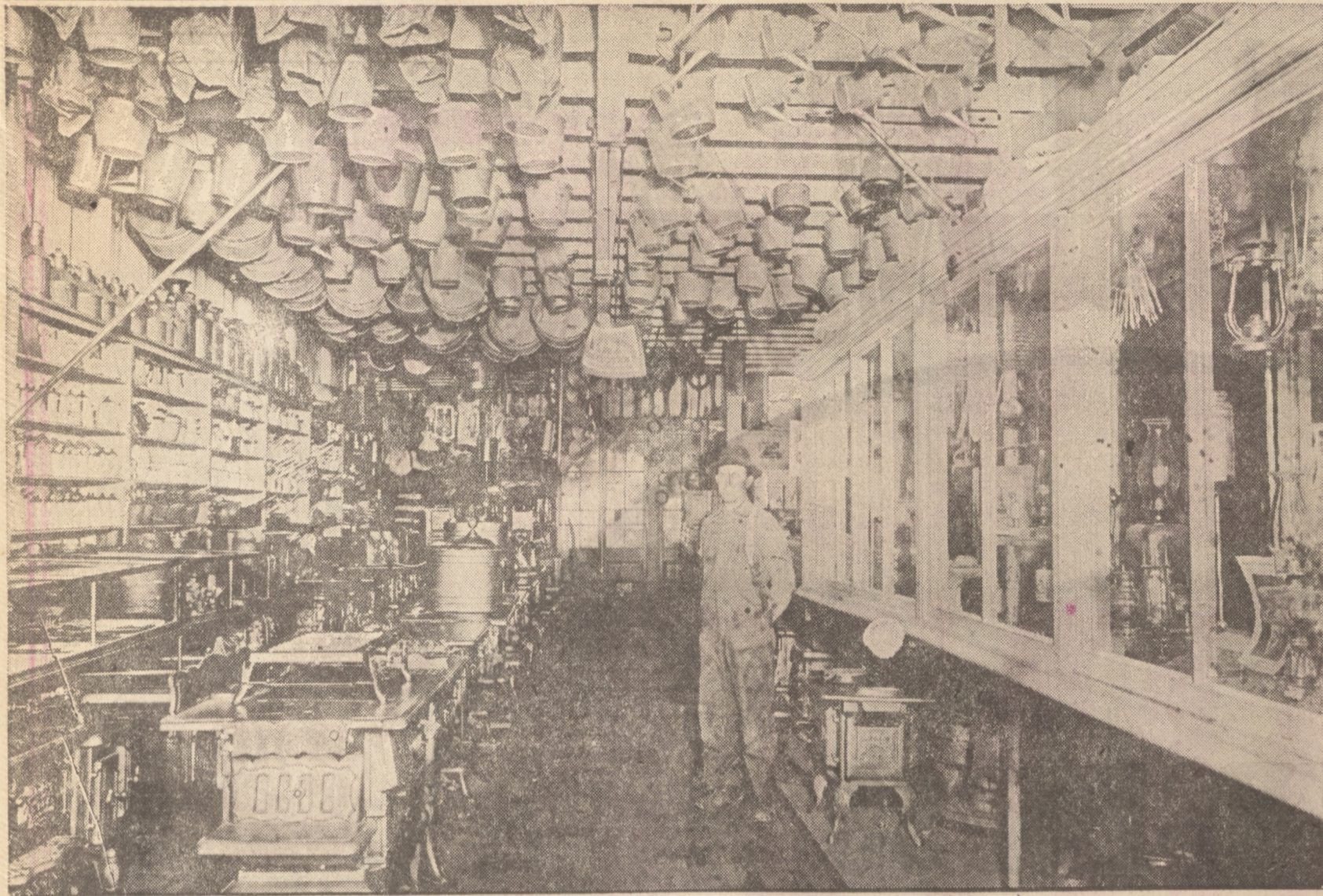
1883

**'Webster the Tinsmith
Made His Own Buckets'**

—Index, 1883



CENTENNIAL



1874 Names Businesses Identified By Weekly City Index

March 26, 1874—Salinas City Index: Buildings, businesses, professional men operating 100 years ago (names from ads):

—Samuel F. Geil, attorney; office in courthouse;

—H.P. Tuttle, M.D., office in rear of Sieghold's Jewelry Store, Main Street;

—E.K. Abbott, M.D., office in Eagle Drug Store, Main Street;

—O.S. Trimmer, physician and surgeon, office at City Drug Store, opposite Meyer & Friedlander's store, Main Street;

—K.A. Brigham, dentist, office in Conner's building, Main Street;

—Brown & Libbey, dentists, office over Gambitz' Clothing store, Main Street;

—Henry A. Houghton, county auctioneer, office at Winham & Shackleford's Real Estate Office, Main Street;

—C. Sieghold, watchmaker and jeweler, Main Street;

—Martin C. Thielmann, architect, Central Avenue, opposite new Presbyterian Church;

—Samuel Cassidy, real estate, Stone's Addition, Riker & Jackson's Addition and Homestead Addition, Central Avenue;

—W.P.L. Winham, real estate broker, Meyer & Friedlander's building, south of American Hotel;

—John Erkson, real estate, office in Index building, Main Street;

—L. Levy & Co., wholesale wines, liquor, Conner's new building, near junction of Castroville and Main streets;

—Abbott House, three-story brick hotel, A.W. Poole, proprietor, Main Street;

—Charley's Oyster & Chop House, R.C. Wornes, proprietor, opposite Mills' Livery Stable, Main Street;

—Antelope Restaurant and Boarding House, James A. Hart, proprietor,

(Continued to Page 4C)

Tinsmith Shop

This Main Street merchant in 1883 advertised "stoves and pumps", but also sold many of his own wares. J. A. Webster, the tinsmith, made all sorts of tin articles, including buckets and sprinklers hung overhead. Dozens of stoves are shown which used either wood or kerosene. On left, center, are his gas plates for only the fortunate few in Salinas who had gas lines into their homes. Porcelain and graniteware kitchen utensils were carried. Webster later moved to the south side of West Market Street. His home and large barn were on the southeast corner of Central at Lincoln avenues.

1945

VALLEY CENTER WAS THE BIGGEST NEWS IN SALINAS

SALINAS CALIFORNIAN

Continuing Salinas Index-Journal and Salinas Morning Post—Established 1871

14 PAGES 5 CENTS

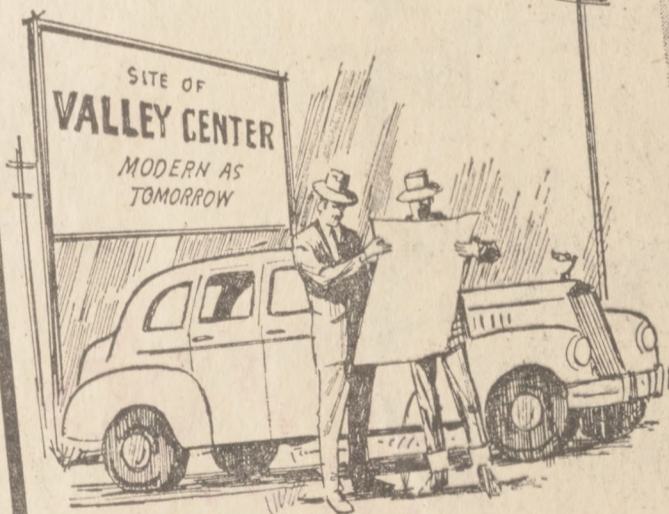
SALINAS, CALIFORNIA, WEDNESDAY EVENING, NOVEMBER 7, 1945

A NEWSPAPER FOR THE HOME
Information and Enjoyment
For Every Member of
THE FAMILY

Your Bonds
Will Raise
V-Loan Flag

South Main Plan Approved

The Weather
SALINAS VALLEY — Partly cloudy with scattered showers. Clearing and colder with heavy frost or locally freezing tonight. Thursday clear, becoming mild in afternoon.
Yesterday: High 60 Low 45
Rainfall—.28 Season total—1.08



1946 view of the area now comprising Valley Center. The structures on the right face what is now South Main Street.

Higher State Budget Viewed

SACRAMENTO (U.P.)—Legislative Auditor Roland A. Vandegrift today forecast a \$900,000,000 state budget within two years and warned that the legislature will have to impose new taxes at its next regular session if present state trends continue.

Vandegrift declared the state government now is "in excellent condition," but that "when you look forward to the 1947-48 biennium the picture is different." He pointed out that in the present two-year financial period the state is using \$44,000,000 of a previously accumulated surplus for its normal operations.

Rezoning Vote Is 1,569 For; 1,041 Against

2,613 Voters Go to Polls, Marking One of Heaviest Elections in City History; Three Of Four Precincts Favor Zoning Ordinance

Salinas citizens voted 1,569 to 1,041 in yesterday's referendum to uphold the city council in rezoning the Klett property on South Main street for a business and residential development.

Active campaigns conducted by the Salinas Home and Business Development Association against the proposal and by the Greater Salinas committee on behalf of the project, brought out 2,613 electors to cast one of the biggest votes in recent years. Only in 1941 when a city council election polled 3,084 votes has interest been greater in the period since 1931.

The 2,613 votes cast yesterday represents 43 per cent of the 5,404 registered voters in Salinas.

Three Precincts Favor

The proposal carried in three of the four consolidated precincts set

—AN EDITORIAL—

Now Salinas, Let's Go!

Salinas voted 3 to 2 in favor of the South Main street zoning ordinance. That decides the issue, one of the hottest local propositions ever to be printed on a ballot.

Now that it's all over, let's go for even bigger and better things for Salinas.

What do we need most?

We need our face lifted, generally speaking, and we need our city limits extended. We are justified in admitting that we're out of the small town class from now on and that the population is going to double in a few years. Salinas can no longer be confined to 2,000 acres; there are too many subdivisions cropping up. All of these should be INVITED to come into Salinas and each and every one of the new additions should have a voice in government, planning and improving. If we are to have a fine city of 35,000 to 50,000 people, factions will have to be sold on working together. A ward system of city government should be set up, retaining the manager. After city limits are extended there would be adequate police and fire protection everywhere, furnished by the city. Parks, streets, a civic auditorium, new railroad crossings, wider streets, more parking lots, all could be enjoyed by the larger city, and each and every citizen therein would have the privilege of voting on bond issues and have a voice in civic affairs.

We believe suburbs of Salinas will accept an invitation to join us. Let's prove to them that we are worthy of their confidence and that we have something to offer. Let's forever quash unfortunate past differences between one locality and another, working out a Greater AND Better Salinas committee with members from every nook and corner of the affected territory.

We're supposed to be intelligent people; Salinas is recognized as the bright spot of the coast. If true, then let's demonstrate that we are entitled to progress and grow. Extending the city limits isn't a simple matter of pulling up the sign posts and putting them in a new location. Instead, it is a serious, tough job, that will require thousands of people's effort—not just one or two men with a post hole digger and a shovel.

It's a challenge to us all—Salinas is going places.

Mayor Taylor: 'Beginning of City's Growth'

"The size of the vote cast yesterday's referendum on the South Main street rezoning shows that the people of the city have the future growth and development of Salinas at heart," Mayor George C. Taylor said today.

"This is only the beginning of the growth of the city," the mayor added.

He coupled his praise of voter interest in the referendum with a declaration that the next project for the city is the urban pass on East Alisal street. Mayor asked that citizens have the same interest and put this program.

up for the referendum. A library voters rejected the ordinance amendment by a 263 margin. Complete tabulation

	Yes	No	Sp
1 (Library)	247	263	
2 (Lincoln school)	352	304	
3 (Washington school)	448	248	
4 (City hall)	322	228	
Totals	1,569	1,041	

Valley Center

OVER 100 STORES AND SERVICES
FOR YOUR SHOPPING
CONVENIENCE.
ACRES & ACRES OF FREE
PARKING!

... AND PARK ROW SHOPPING CENTER

SHOP MONTE MART



THERE IS A **DIFFERENCE**

IT'S THE SAVINGS!

5000.00TX
- 600.00TL
- MONTE MART -

5000.00TX
- 600.00TL
- MONTE MART -



1030 EAST ALISAL



(John Hughes-Historical Society photo)

Salinas in 1887

This unusual eye-level view of Salinas in 1887 is looking north on Main Street at intersection of Alisal Street. It shows west side of Main. At extreme left is Parker's grocery and hardware, on northwest corner where Lee's Jewelers now is. Hale's No. 99 featured oldstyle dummies without heads in front of store. Old-style fireplug is

at bottom-right, near street lamp, horse hitching posts are across street and the thick brown mud covers the street. Planks were later placed across it during bad weather. Photo was taken by Rifenburg's Imperial Photograph Studio, Main Street.



(John Hughes-Historical Society photo)

Largest Store in County

Vanderhurst, Sanborn & Co., a general merchandise and lumber firm on southeast corner of Main and Gabilan streets, was doing a thriving business when the city was incorporated in 1874 and was the largest store in Mon-

terey County. It later became the Ford & Sanborn store. A team of horses and store delivery rig is shown on the left. Bunting decorates the store for a holiday occasion.

1874 Names

(Continued from page 2C)

Connor's new building, Main Street;
—Frank's Restaurant, between Nance's store and the courthouse, Main Street;
—Salinas City Bank (\$200,000 capital), J.D. Carr, president; W.S. Johnson, cashier; William Vanderhurst, G. Woodward, A.B. Jackson, J.J. Bowen and Carr, directors; Main Street.
—M. Hughes, saddle and harness maker, Main Street;
—J.H. McDougall, dealer in books, stationery, toys, magazines, tobacco, etc., post office building, Main Street;
—Langford & Barton, painters and paper-hangers, leave orders at Pioneer Bakery, Main Street;
—Myers' Pacific Hall, concerts and theatrical performances, H. Myers (has raised seats and is lighted with gas); opposite courthouse;

—Mrs. Brand's, millinery goods for ladies, Mrs. C.E. Brand, Main Street, next to Meyer and Friedlander's store;
—Salinas Gas Works, James Hagan, manager, (after March 30, the price of gas will be reduced to \$6 per thousand cubic feet);
—Seminary, boarding school for young ladies and children with Mrs. Elvira Wickliff, principal, will open April 6, 1874 on Stone's Addition, west of new Presbyterian Church;
—Golden Rule Bazaar, dry goods, opposite Mills Livery Stable, Main Street;
—Pioneer Cigar Store, Schoen & Stern, opposite Abbott House, Main Street;
—Treadwell & Co., S.F., Aetna mowing and reaping machines, Hoadley engines, Russell end-shake threshers, Pitts Powers, Treadwell's single-gear headers, Whitewater wagons, etc., C.P. Nance, Salinas Valley agent;

—H. Menke & Co., proprietors lager beer depot, in Myers' Pacific Hall building, opposite courthouse;
—James Davis, brickyard, mason and plasterer;
—Wells Fargo & Co., A. Riker, agent; Homestead land developer, hardware store and Old Hartford Fire Insurance Co.;
—Miller & Johnson, barbers, Main Street;
—K. Gambitz, dry goods, in Wall's building, Main Street;
—Norton's, general store, J.B. Norton, proprietor;
—Pacific Asphaltum Company, F.N. Neuvall, manager (San Jose);
—Meyer & Friedlander, dry goods, Main Street;
—J.E. White, general undertaker (also contractor and builder), Gavilan Street;
—Jacob Mandel, Pioneer Boot-black and Bill-Poster (leave orders at Miller & Johnson's Barber Shop);
—Fred Sherwood, dairy cattle sales, opposite Diamond Hotel,

Castroville Street, Salinas;
—W.S. White, planing and lumber mill (steam mill), (also house moving apparatus), near railroad at foot of Monterey Street;
—Kneeder, Barbour & Brand, manufacturers of lime and brick, branch office at Dollar Store, next to Salinas Post Office;
—George Warren, cash groceries, Main Street;
—Withrow & Henry, horse-shoeing, corner of Monterey and Gavilan streets;
—J.R. Allen's Clothing Emporium, new store in Abbott House, next door to the Salinas Bank;
—Strellnauer & Abraham, dry goods, in Connor's building, Main Street;
—Downey's Quadrille Band, B.A. Downey, leader; leave orders at Frank's Restaurant;
—Vanderhurst, Sanborn & Co., general merchandise and lumber, agents for Liverpool and London and Globe Insurance Co., Brown, Williamson & Co.'s Saw Mills and Corralitas

Flouring Mills; also buy wool and grain for cash; Brick block, southeast corner of Main and Gavilan streets;
—Harry F. Lentz, White House, books and stationery, circulating library, opposite United States Hotel, Main Street;
—J.B. Iverson, blacksmith and wagon-maker, Monterey and Gavilan streets;
—Pioneer Store, Conklin & Samuels, opposite Abbott's new hotel, Main Street;
—G.A. Tolman, boot and shoe store, opposite American Hotel, Main Street;
—H. Pier, merchant tailor, next to Schoen & Stern's Cigar store, Main Street;
—A.J. Cloud, contractor and lumber yard, near depot;
—J. Stokes, new tailor shop, opposite Connor's Livery Stable, Main Street;
—Eagle Drug Store, drugs and patent

medicines, school books, Main Street (first Salinas City Index newspaper office was in rear of Eagle Drug Store in March, 1871);
—Cook, Nixon & Stanley, furniture, next to courthouse, Main Street;
—F. Hitz, painter, paper-hanger, glass;
—H. Schell's Hay, Feed Yard and Livery Stable, opposite Frank's Restaurant;
—The People's Market, St. John, Abbott & Co., proprietors, opposite post office, Main Street;
—Wilcox & Sherman, plasterers, leave orders with James H. McDougall at post office;
—C.P. Nance, dry goods store and agricultural implements, Main Street;
—Mrs. D.A. Dyer, millinery goods, dress-making by Mrs. S. Washburn, first door south of Index office, Main Street;
—The People's Real Market, R.C. Laws, proprietor, west side of Main Street, opposite Pioneer Bakery; and The

Natividad Road Slough Bogs Down Travelers

March 26, 1874—Salinas City Index; SLOUGH OF DESPOND:

All of the roads leading in and out of Salinas City are bad enough, but that portion of the Natividad and New Republic (Santa Rita) road lying between the railroad track and the

bridge near Bue's is the most terrific conglomeration of mud that exists on any road in Christendom.

It is impassable for vehicles of all kinds, which have to make a long detour across lost lots to avoid being totally wrecked in its unfathomable depths. As there is a great deal of travel on the road, that slough in front of the Chinese quarters should be repaired at once.

Branch Market, east side of Main Street, nearly opposite Mills' Livery Stable;

—N. Chipman, choice fruit trees, at Rev. (W.H.) Wilson's, one-half mile from Salinas on Castroville Road;

—D.A. Dyer & Bro., tin store and Hooker's Patent Deep-Well Pump, Main Street;

—Louck & Meyers, Castroville Brewery (formerly Frank Kopman's).

INCORPORATION?

Sept. 5, 1872 (Index)—It has been suggested by some that Salinas City ought to be incorporated. Well, perhaps it had. There are few places in the state of Salinas city's size and pretensions that do not possess a town incorporation.

SALINAS

1874

1974

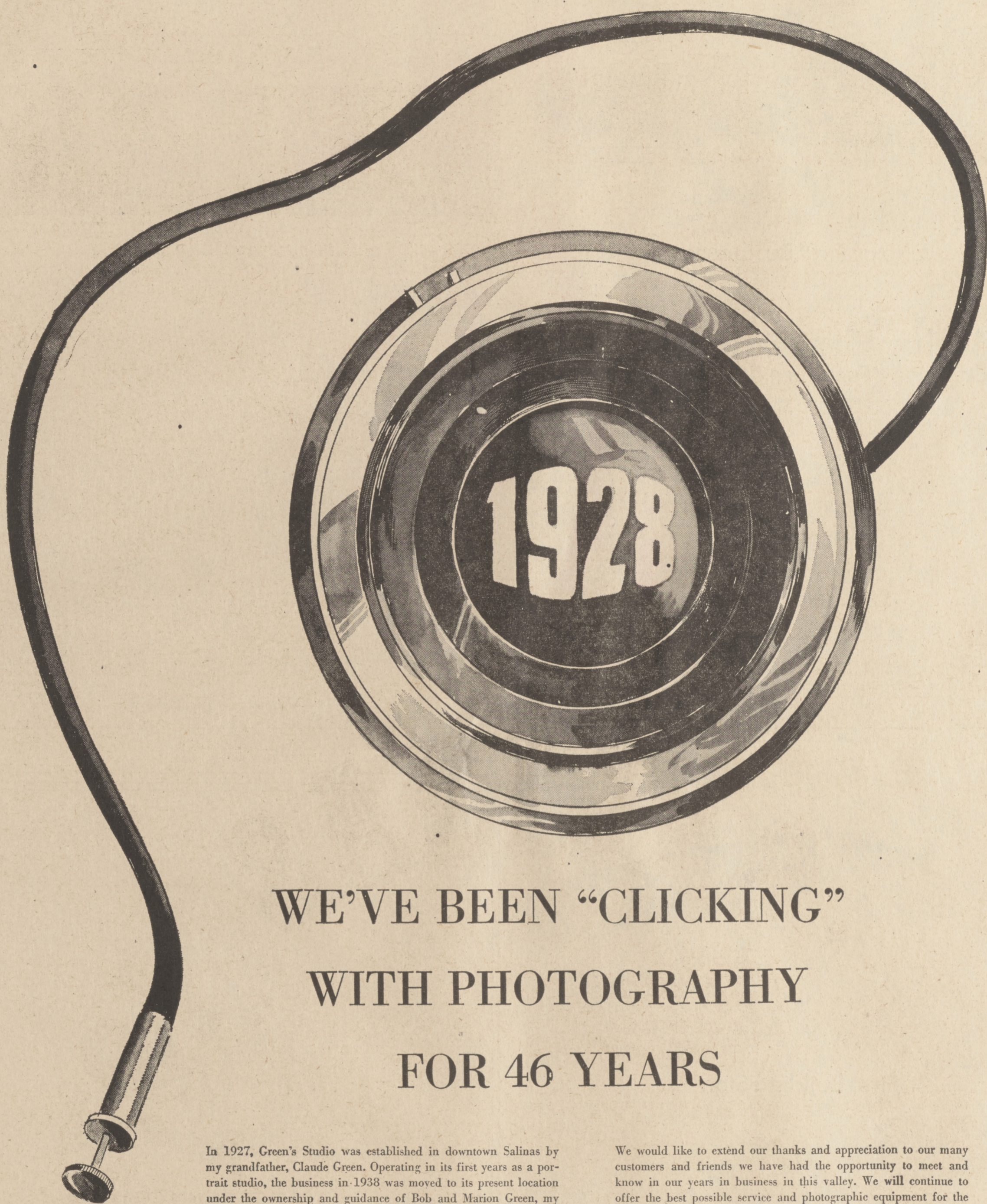
WHATEVER
THE FASHION ...

COME TO
DICK BRUHN

THE
WIDE-RANGE*
STORE

CENTENNIAL

*WIDE-RANGE IN CLOTHING BRANDS, STYLES, SIZES, MATERIALS, COLORS, PATTERNS ... AND PRICES



WE'VE BEEN "CLICKING"
WITH PHOTOGRAPHY
FOR 46 YEARS

In 1927, Green's Studio was established in downtown Salinas by my grandfather, Claude Green. Operating in its first years as a portrait studio, the business in 1938 was moved to its present location under the ownership and guidance of Bob and Marion Green, my father and mother, and expanded to include a small camera shop. In 1951, our store underwent major renovations and began specializing in fine quality photographic products and services. We are presently in our 47th year and third generation of operation working in photography in the Salinas Valley.

We would like to extend our thanks and appreciation to our many customers and friends we have had the opportunity to meet and know in our years in business in this valley. We will continue to offer the best possible service and photographic equipment for the aspiring novice just beginning his photographic career as well as for the skilled professional. We have been active in the photographic business for three generations and intend to remain active for many more; in fact, the fourth generation is all ready on its way.

Sincerely

Richard C. Green

GREEN'S CAMERA SHOP



One of First Businesses

The Mike Hughes Saddle and Harness Shop was moved to Salinas from Monterey in 1868 and was one of the first businesses in Salinas, even before incorporation. The shop's harness is displayed on the dummy horse on left.

This 1905 photo shows the shop's location at 217 Main St. (east side). From left, are Archie Ayers, Tom Hughes and Jack Hughes.

(John Hughes-Historical Society photo)

Muller First Embalmer Originally Furniture Store Sideline



The third generation of Mullers is now running Salinas's oldest continuing business, the Muller Mortuary.

Henry V. Muller came to Salinas in 1888, the first trained embalmer in the area.

His son John Muller, a Salinas attorney, recalls that his father first worked in "undertaking" in the mortuary business run as a sideline by the Francie and Burkman Furniture Store, which stood just north of the Fox Theatre.

Muller says undertaking was usually done in conjunction with furniture stores in those days, probably to facilitate the sale of coffins. The Mullers' only competition was a mortuary run by

furniture dealer and former mayor, William Vanderhurst.

Henry Muller took over the mortuary business on his own in 1891 and in 1905 built his first building on the site where Jim Gattis Men's Store now stands.

That building is mentioned in John Steinbeck's "East of Eden."

Muller's wife Nellie Kelleher, who he married in 1895, told her son that when the earthquake came in 1906, Muller thought his building had gone down for sure and jumped out of bed at the first shake to run downtown and check. It came through without a scratch.

Several years ago Gattis was cleaning out the basement of the building and found the original sign, "H. V. Muller, Undertaker," in good condition, probably one of the last relics of the old Main Street.

In 1916 a big change came to the undertaking business — the first

motorized hearse. Muller expanded his building back to the alley to accommodate the new machines.

John Muller remembers a child's horse-drawn hearse which was still in use when he was a boy. It was pure white with glass sides and shiny brasswork, a piece of workmanship which Muller doubts ever could be duplicated now.

"H. V." was a busy man in the days after the turn of the century since there were no mortuaries in South County and he would have to make long trips by wagon as far as King City to attend the dead. From 1900 to 1908 he was also Monterey County Coroner, which necessitated trips to the peninsula.

Muller began the construction of the present mortuary at East Alisal and Pajaro streets in 1925, but died before it was finished.

That building is relatively unchanged since its construction other than

periodic remodeling, according to John Muller.

Muller notes that the lamps in front of the building were taken from the old horse-drawn hearses and the iron gates to the parking lot also date from the mortuary's founding.

H. V. Muller's son Ralph, who had originally gone into banking, took over the mortuary when his father died and ran it until his own death in 1967.

His brother recalls that several changes took place in the business while Ralph ran it, the major one being the increased use of mortuary chapels and churches for funerals instead of the family "parlor."

Relatives also stopped "sitting up" with the corpses as they did when H. V. Muller ran the mortuary.

The present Muller operators, Gerald and Peter, are Ralph's sons. They have run the mortuary the past seven years.



Hughes Brothers About 1890

The pioneer Hughes family is shown. From left, are John Hughes, James Hughes, Tom Hughes, Bill Hughes, Ralph

Hughes and Andrew Hughes, still living at age 92.

(John Hughes-Historical Society photo)



(John Hughes-Historical Society photo)

Parade in 1892

The Native Sons of the Golden West parade on Main Street in 1892, marching south near the old Hotel Jeffery at Main and Alisal Street. The 200 block of Main street is shown with Clark and Gordon's "little of everything"

store in the Nance Building, first on left. The Ford & Sainborn store was at end of block on that side. Tower at top right is famous I.O.O.F. clock tower and an early city landmark.



First Building Sign

Gerald Muller, grandson of founder of Muller's Mortuary, H. V. Muller, holds sign that was put up on H.V.'s first building in 1905, the present site of Jim Gattis Men's

store. The sign was found by Gattis several years ago when renovating the building.

(Californian photo)



Site of Glikbarg Building

This was the way the northwest corner of Main at Gabilan streets looked in 1898. Opticians occupied the corner building and a drug store. The small building in the center was the office for W. P. L. Winham, a real estate broker when Salinas was chartered in 1874. The

T. C. Reavis & Co. dry goods and clothing store is next door. Art McDougall, 80, of 20 Russell Rd., recently reported in the Californian that he delivered clothing for this store at the age of 14 for a salary of \$8 per week.

(John Hughes-Historical Society photo)



YOU DESERVE A BREAK TODAY.
SO GET UP AND GET AWAY TO



McDonald's

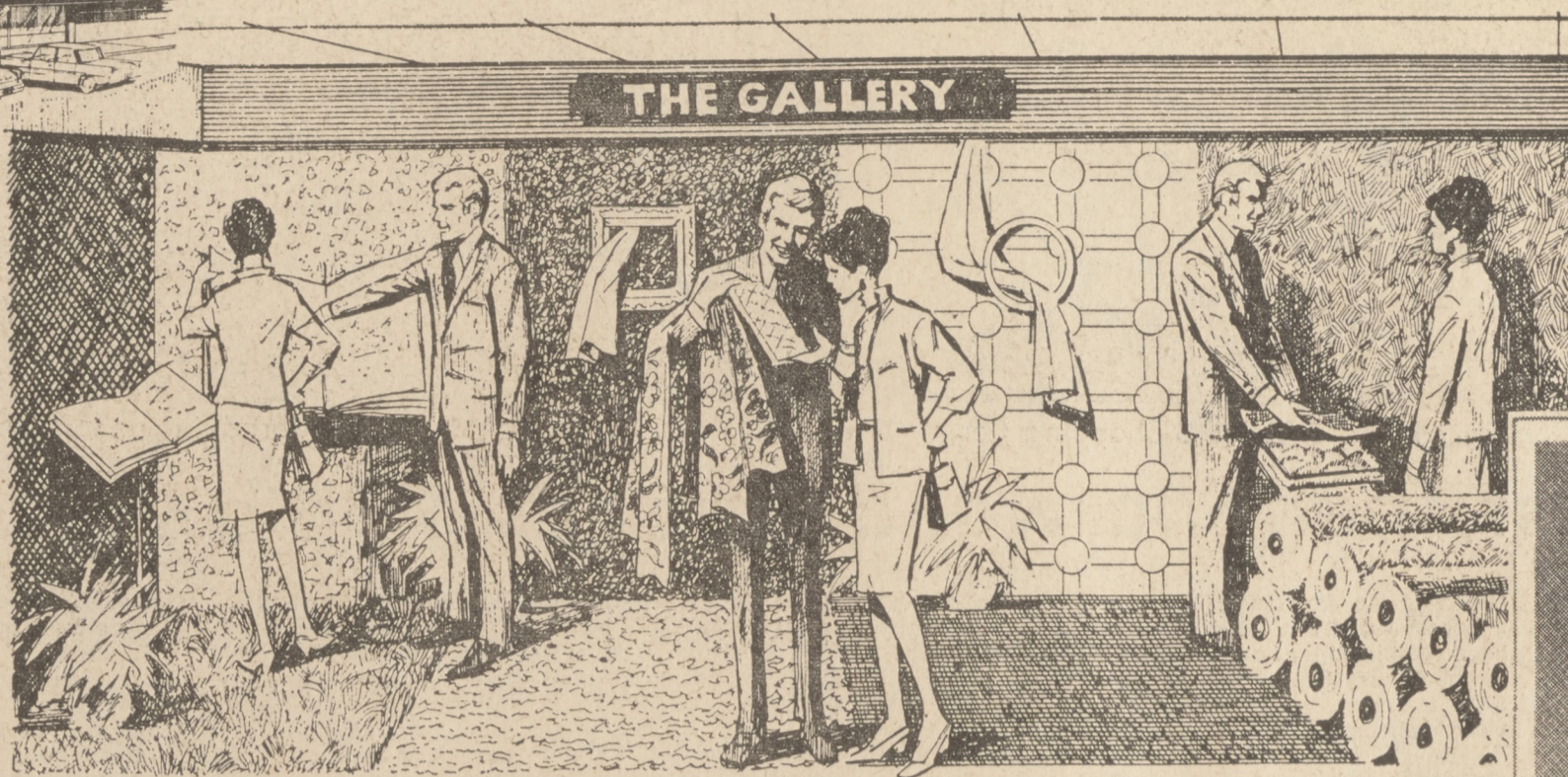
2 LOCATIONS TO SERVE YOU!

840 E. Alisal St.

Open Daily 9 A.M. to 11 P.M.
Fri. and Sat. 9 A.M. to 1 A.M.

1365 N. Main St.

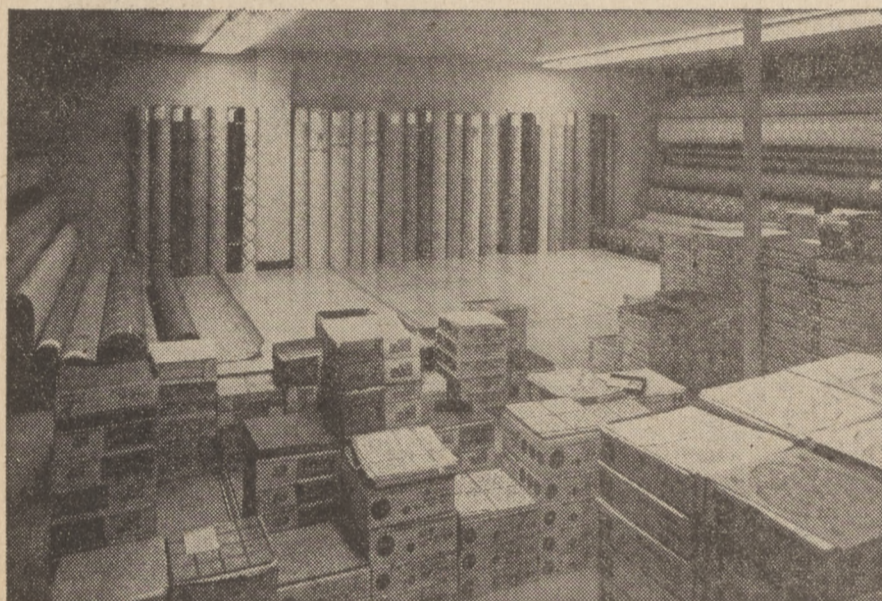
Open Daily 10 A.M. to 11 P.M.
Fri. and Sat. 10 A.M. to Midnight



Armstrong
floor fashion center

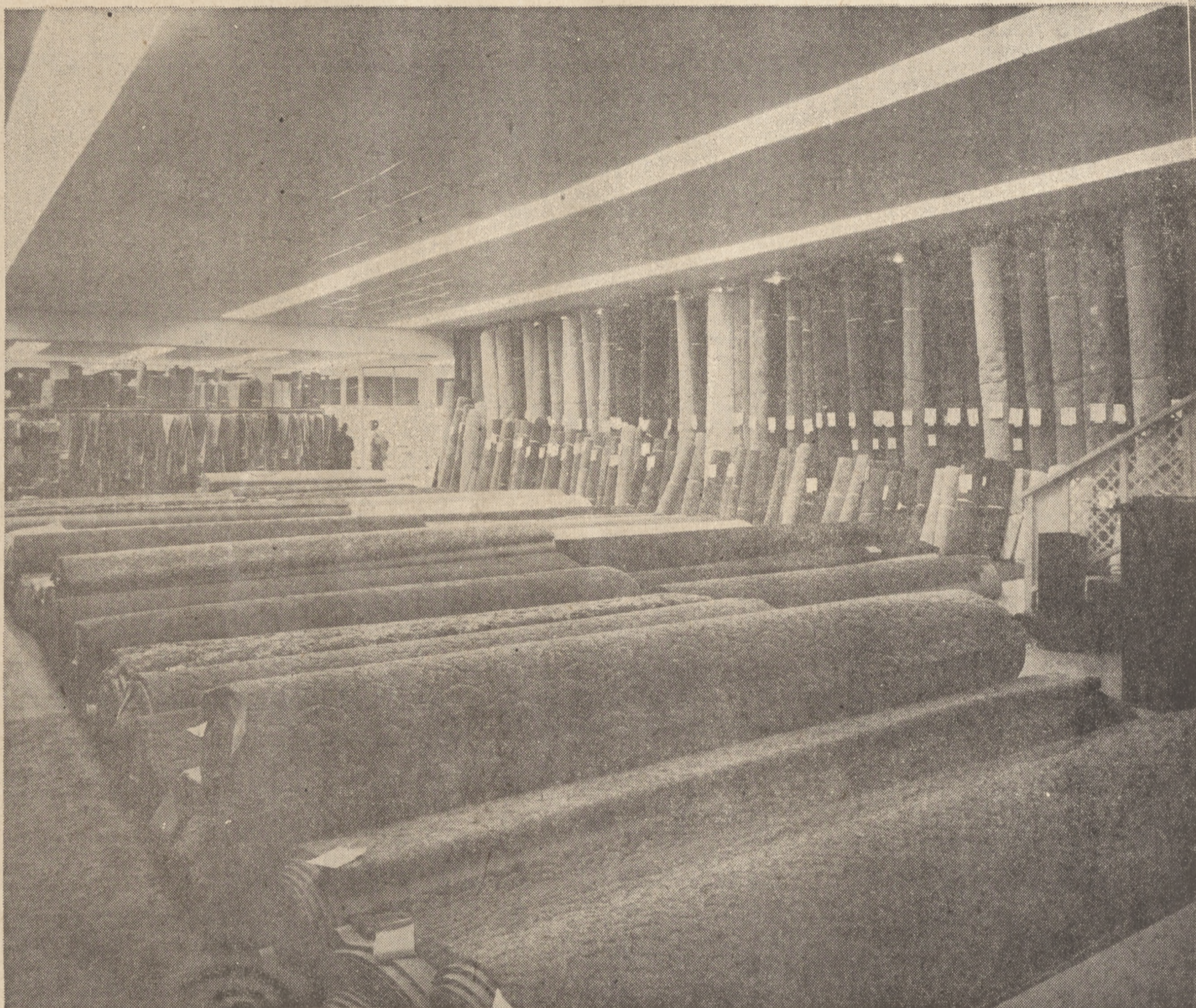
SERVING MONTEREY COUNTY SINCE 1947

Our first store was located on King Street in 1947, then to East Market Street in 1950. As our business continued to prosper and we needed more room, we expanded by opening a second store at Valley Center Shopping Center in 1962. More growth came to us; we finally had to combine our 2 stores in 1969 into our present Ultra Modern Store, now located at 1215 S. Main Street, Star Shopping Center. Over 7,000 Sq. Ft. of display space, featuring the largest selection of floor coverings and drapery products in Monterey County! Plenty of free front door parking, too! Stop by soon, visit our "Gallery" where you will receive expert assistance in decorating your home!



LINOLEUM & TILE DEPT.

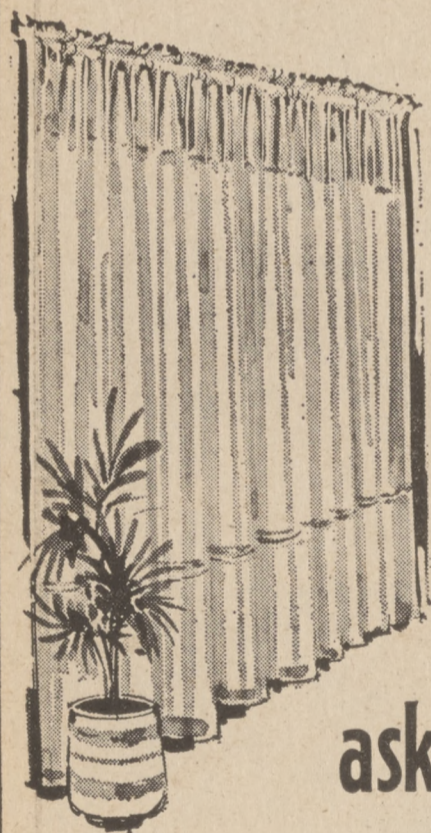
Our spacious, convenient Linoleum and Tile Dept. affords you more comfort when selecting your flooring needs. All famous brands like: Armstrong, Congoleum Industries, Rubberoid, Kentile, Tilex, plus many others.



ROLL AFTER ROLL OF WALL-TO-WALL QUALITY CARPETING PLUS HUNDREDS OF ROOM SIZE RUGS. YOUR CHOICE OF FABRICS AND COLORS. PRICES TO FIT EVERYONE'S BUDGET!

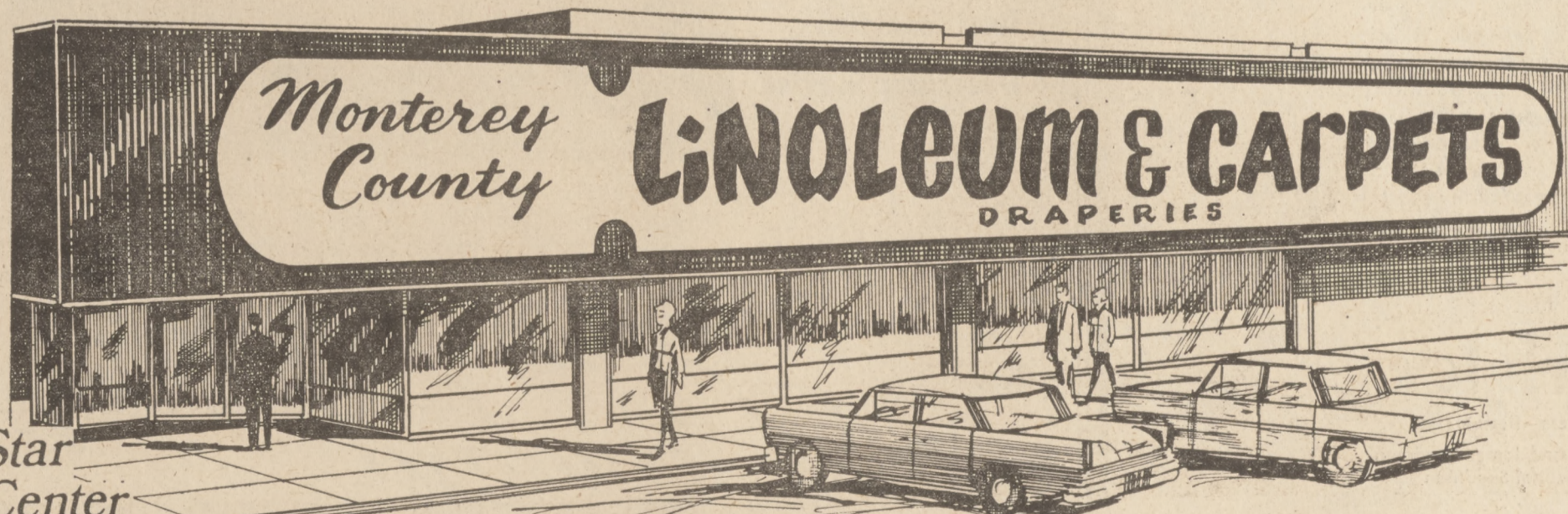
CUSTOM MADE DRAPERIES

You'll find our Drapery Dept. offers you the largest selection of drapery material in Monterey County! We custom fit any window in your home. Choose from hundreds of samples, all colors! Samples shown in your home.



ask for Virginia

Free
Room
Measurements
and
Estimates!

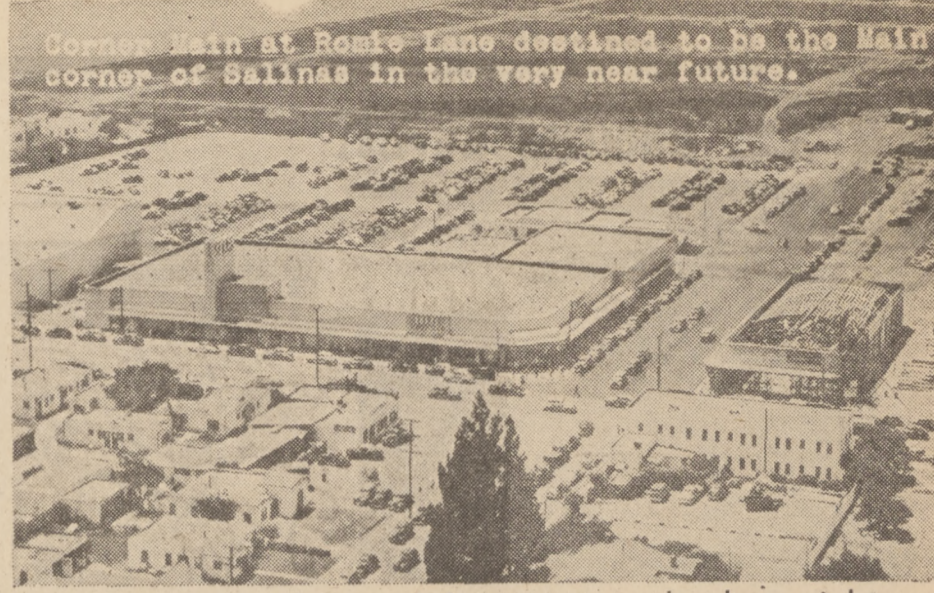


- BankAmericard
- Master Charge
- Financing Available

FREE DELIVERY
25 MILE RADIUS



1215 S. MAIN ST. - STAR SHOPPING CENTER - PH. 424-2917



FIRST SALINAS Shopping Center Was Valley Center; Sears 1947 groundbreaking on left; note empty land, top right. (Swartz photos)

Valley Center First; Then Sherwood Gardens, Monte Mart, Northridge

By RICK RODRIGUEZ
Californian Staff Writer

Salinas' Valley Center was in on the ground floor when the West Coast trend to shopping centers was established shortly after World War II.

Construction of Valley Center began in 1947. The project, brainchild of Los Angeles developer R.T. Tustin, was among the first on the Pacific Coast establishing a conglomerate of large businesses, novelty shops and parking in a centralized location.

Tustin conceived the idea on a rather whimsical note, according to his former secretary Verna O. Busch, who now operates Valley Center Insurance Agency. "He picked Salinas because when he came through, he couldn't buy anything and he liked to play at the Pebble Beach golf course," she recalls.

Following five years of planning and Tustin's acquisition of 40 acres, the first definite announcement of the long-rumored "lavish and extraordinary South Main Street development" was made Sept. 1, 1946.

Preliminary plans called for construction of a large hotel-restaurant complex on the east side of South Main Street. The west side, which at the time of the announcement was all lettuce fields, was to be a three-block shopping center with parking space "for thousands of cars." Four housing subdivisions were also included.

Problems

But the shopping center had its share of problems attempting to start up.

A federal building ban stymied the construction start.

The Salinas Valley Engineering and Development Co., Tustin's company, had trouble acquiring land on the east side of South Main Street. The refusal of property owners to sell, led, in part, to the dismissal of plans for the hotel-restaurant complex.

The Salinas Union High School district protested the use of school property for widening South Main Street. The district also petitioned the city council to prevent "questionable types of business" from building closer than 1,000 feet of Salinas High School, then the only secondary school in the town.

But the main opposition came from the downtown merchants who feared that the shopping complex might take away some of their trade. And although the opposition was unpunished, it was effective. "Yes, they had quite a battle, quite a contest before the City Council ratified the plans by a 3-1 vote in 1946," recalls Mrs. Busch.

The first phase of Tustin's development called for construction of some 30 business establishments on a 3-1 parking scheme. Original building cost was estimated at \$2 million but Mrs. Busch recalls the actual cost was probably higher. "It was tremendous," she says.

To finance the construction, Tustin borrowed the capital from the Pacific Mutual Insurance Co. "It was sort of a rags-to-riches deal," says Mrs. Busch.

Original Tenants

The first two building permits were granted to Lucky Market and Thrifty Drug Store on April 7, 1947.

On the same day, Tustin announced that plans had been completed for Sears, Roebuck and Co. and the J.C. Penney Co. Plans were being drawn for F.W. Woolworth, Leeds Shoes, Grayson Dress Shop, Kress Five and Ten and Bloom's Shoes. Another 20 specialty shops were awaiting to begin negotiations pending granting of building permits.

All buildings in the development were to be of concrete and fireproof. Original plans stated that nothing but retail stores would be erected on the west side. The east side was to eventually house banks, theaters, restaurants and hotels.

Residential Development

At the same time, Tustin's company was planning a \$3 million development in Mission Park area, named for the oval park at the rear of Valley Center which Tustin gave to the City of Salinas. The Salinas Valley Engineering and Development Co. had already begun a \$10 million residential area development in Monterey Park.

When Lucky Market became the major store in Valley Center to open in September, 1947, Tustin's dream became a reality. "He talked about it for so long, he couldn't believe it when it finally started," says Mrs. Busch.

Using the slogan "Modern as tomorrow," Valley Center quickly became what it professed to be, the hub of economic activity in the Salinas Valley.

For a typical Valley family, Saturdays would

be spent meandering about the shops, riding the free elephant tram or attending the various promotions such as carnivals and circuses. "At that time, people thought the town would never support Valley Center," recalls Mrs. Busch.

But the success of the west side merchants prompted the expansion to the east side in 1952.

Now some 26 years later, Valley Center is comprised of more than 100 merchants and stores. Valley Center businesses and buildings are now privately owned or controlled, as are the Mission and Monterey Park subdivisions.

Continuous Occupation

Mrs. Busch notes that during those 26 years, almost all of the Valley Center buildings have been continuously occupied. "We've never really had a vacancy problem here. We might have a couple of vacancies now on Main Street."

Of the original tenants, Sears, Woolworth's, Lucky, Leed's Shoes and See's Candy are among those still around.

But other former major tenants are moving out. Penney's has moved to the Northridge center. The financially-troubled Genesco Corp., parent organization of S.H. Kress Co., has announced the closing of its Valley Center Kress store. Thrifty Drug Store is planning to move

into the Rinker Co. development in North Salinas whenever the new shopping center is completed.

Why are some businesses moving? According to Mrs. Busch, "Now we're in a different time. Businesses have gotten so big, the square footage is no longer adequate. . . . But I think Valley Center will go on with the future."

Despite the success of Valley Center, in the Salinas area other shopping areas were relatively slow in catching on.

Sherwood Gardens

The first to follow suit was Sherwood Gardens. It was developed by A.C. Bigham, Sr. and Floyd V. Hampshire, both Salinas men, and opened in May, 1956.

Sherwood Gardens is a 79-acre sector of the original estate of Capt. Eugene Sherwood, a British soldier who acquired 24,000 acres when he arrived in this area in 1859.

Bigham and Hampshire purchased the tract in 1953 to develop a shopping center. The center, located across from the California Rodeo

grounds, was constructed along a Western theme.

Eighteen shops comprised the original Sherwood Gardens. In 1967, the shopping center was expanded by 52,000 feet at a cost of nearly \$1 million.

Presently managed by Western Center Management Associates of San Francisco and owned by Reit Advisors, Inc. of San Francisco, the center has 180,000 square feet of gross leasable area. Of the 37 shops in Sherwood Gardens, 10 are original tenants.

Monte Mart

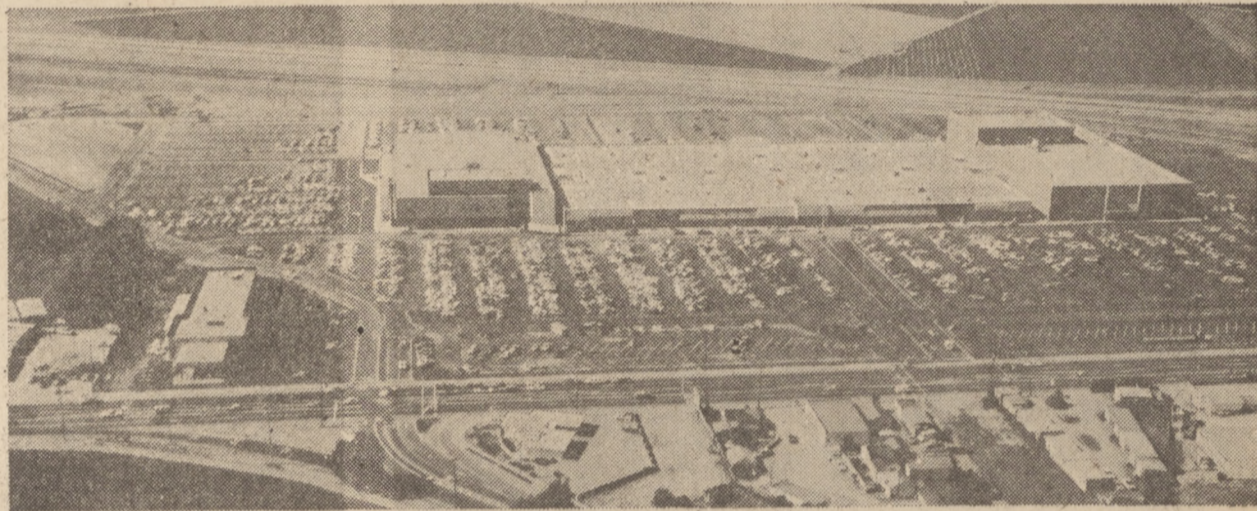
Monte Mart, which opened in November of

1962, added a new twist to Salinas area shopping centers. It offered a wide range of services all under one roof.

A frontrunner to the modern mall, the building includes 16 different departments ranging from a grocery store to a housewares department to an automotive department.

Located at the corner of Sanborn Road and E. Alisal Street, the building offers approximately 102,000 square feet of space on a 10-acre plot. Parking is provided for 453 cars.

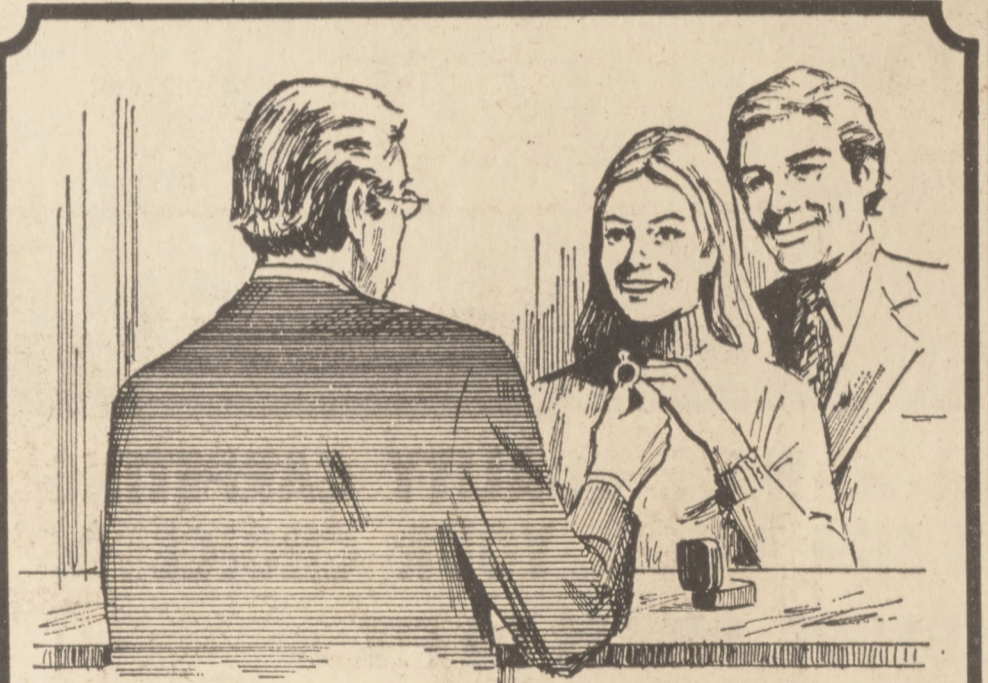
(Continued to Page 10C)



Newest Regional Shop Center

The newest regional shopping center in Salinas is Northridge on North Main Street at Boronda Road and next to Freeway 101. It is completely enclosed and boasts the largest climate-controlled retail development between San Jose and Santa Barbara. Total development is on 76

acres and will include 590,795 sq. ft. of retail space. Aerial photo shows parking for 3,554 vehicles. The center currently includes 47 stores and was built on the old Home Ranch which formerly belonged to the Christensen family.



More than a Quarter Century ago . . .

The parents of this prospective bride and groom were choosing the same fine quality engagement and wedding rings from Carlyle's, with our wishes for a long and happy life together. And we'll be wishing the same for their grandchildren. Once a family starts coming to Carlyle's it soon becomes a tradition.



Carlyle's
Jewelers - Gemologists

Stanley and James Seedman

Michael Seedman

Ronald Seedman, G.G. (Graduate Gemologist)

Pauline Bevers

H. Marshall Youngdahl

362 Main Street

Phone 424-1246

Serving Monterey County With Quality Furniture "Since 1940"

Pictured above was our first new furniture store which we opened Saturday, May 11, 1940 at California and John Sts., featuring all types of furniture and household furnishings.

- Moderate Prices
- Highest Quality
- Name Brands
- Best Selection
- Decorator Service

Pictured above, at the same location, is the same store with extensive remodeling to bring you the same high quality, moderate prices and some of the same brand names, today! If you haven't visited us before, we invite you to stop by and browse around. Our full room displays allow you to see for yourself how beautiful and comfortable your rooms can look!

Congratulations To The City Of Salinas On Its 100th Anniversary

Standard FURNITURE CO.

OPEN FRIDAY NITES 'TIL 9 P.M.

"There Are No Easier Terms Than Standard Terms"

CALIFORNIA AT JOHN ST. PHONE 758-1038

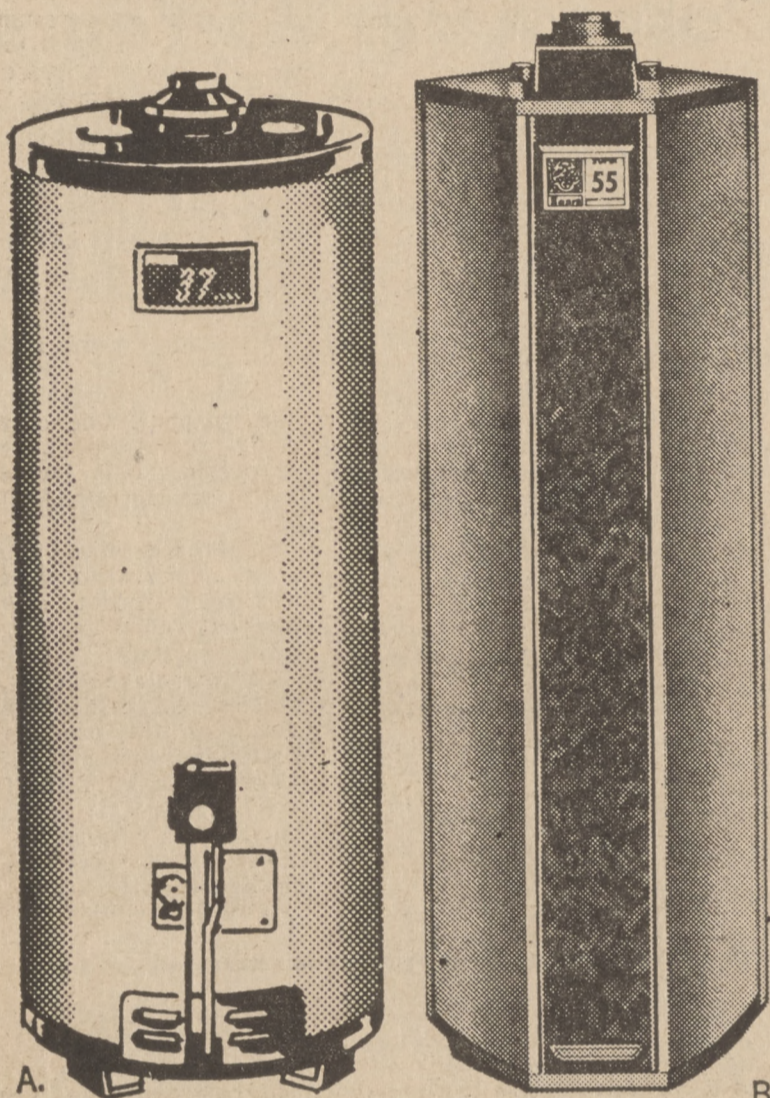
Sears

GROWING WITH SALINAS FOR 26 YEARS



In Sears early history, we were the headquarters even then for values for the entire family and this is especially true today!

Sears Need Water??? hot water soft water



SAVE! Fast Recovery Water Heaters

A. When you need a new water heater, choose a Sears "37" for economy and efficiency. Stock No. 33283.

30-Gallon
Regular \$69.95

5988

B. High recovery rate gas water heater. 3-stage operation; 40-gallon capacity. Glass lined tank. Stock No. 33811.

40-Gallon
Regular \$119.95

9988

Electric Water Heaters Also On Sale!



SAVE \$40! 60E Water Softener

Handsome styling. 5-cycle valve. Special guest cycle. By-pass control saves soft water when not wanted. Automatic by-pass assures water supply during regeneration. Direct drive timer.

Regular \$309.95

\$269

Special Order
Direct to You!

Phone Sears Now for Free Estimate
Ask About Sears Convenient Credit Plans

pump water



Price
effective
thru
Saturday!

SAVE \$10! Deluxe 1/2-HP Shallow Well Jet Pump

Regular \$99. **\$89**

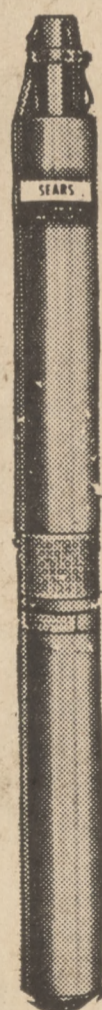
Power Bonus motor has power in excess of HP-rating to hold pressure at 30/50-lbs. Lexan impeller and diffuser. For wells to 20-ft. deep.

SAVE \$10! Captive Air™ 24-Gal. Tank

Permanent air charge; keeps air and water separated.

Regular \$80

\$70



VALUE! Deluxe 1/2-HP Submersible Water Pump

21995

Power Bonus motor. Automatic pressure switch holds pressure at 40/60-lbs. Above-the-ground control with lightening arrestor. Other sizes for wells to 480-ft. No. 2865.

Sears has the well pump for your needs!

2865



Blown-In Insulation

SAVE 12% TO 16% ON A 1000 SQUARE FT. AREA OR MORE, 4" OR 6" INSTALLED INSULATION, PLUS TRIP CHARGE

Minimum 500 sq. ft.

Let Sears Authorized Installers professionally blow-in Fiberglas® insulation to every part of your attic. You'll help reduce your fuel bills and it will help you stay warmer in the winter, cooler in the summertime.

INSTALLATION GUARANTEE

If defects should appear in installation workmanship within one year of installation, Sears will, upon notice from you cause such defects to be corrected at no additional cost.

CALL 424-2561 for a FREE estimate
Use Sears Easy Payment Plan

Contractor's License No. 25455

Satisfaction Guaranteed or Your Money Back

SHOP
AT SEARS
AND SAVE

Sears

HOME
OF
HOME
IMPROVEMENT

1002 S. Main
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GUARANTEED MUFFLERS

- Fits 90% of all American-made cars
- Full-length Timing Chamber
- 22-gauge Galvanized Outer Shell

Ask About
Evening Installations

Guaranteed for as long as you own your car

Muffler Guarantee

If muffler fails while the original purchaser owns the car, it will be replaced upon return, free of charge. If the defective muffler was installed by Sears, we will install the new muffler with no charge for labor.

Fast, Low Cost Installation
Available While You Shop!

Satisfaction Guaranteed
or Your Money Back
SHOP AT SEARS
AND SAVE

Sears

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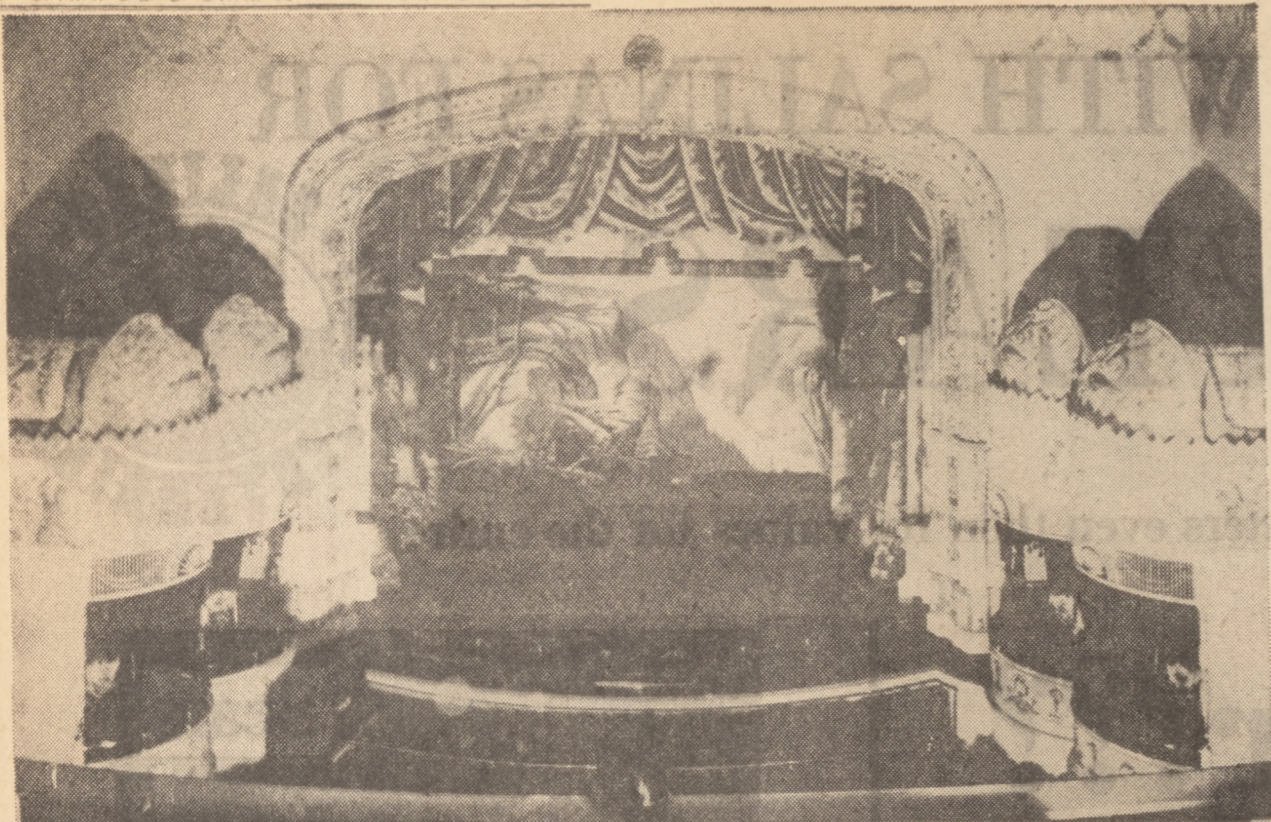
Tire and Auto Center

REPLACED FREE... IF IT FAILS
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SHOP AT SEARS AND SAVE
Satisfaction Guaranteed
or Your Money Back
SEARS, ROEBUCK AND CO.

Sears
HOME
OF
HOME
IMPROVEMENT

1002 S. MAIN ST. • SALINAS • 424-2561



Salinas City Opera House

The interior with its ornate side boxes in the 100 block (west side) of Main Street, just north of the Abbott house is shown. Besides highbrow performances, the opera

house later was used for prize fights, according to Art McDougall. It was located over the Massengale livery stable. (John Hughes-Historical Society photo)



Rare View With Tracks

This extremely rare view is looking south at 100 Block of Main Street at intersection of Central Avenue and Main. Narrow-gauge railway tracks coming from Spreckels are in center of this 1890 photo. Notice buildings on right have been added since 100 Block photo elsewhere on this page, including a meat market next to the Fashion, livery, feed and stable, as well as the long-familiar, or-

nate Berges & Garrisere liquor store which suffered extensive "bottle" damage during the 1906 earthquake. Not shown is Bardin House on left (now site of Ordway Motel) next to a lodging house and the old Journal Office, a newspaper competitor of the Weekly Index. (John Hughes-Historical Society photo)

Shopping Centers

(Continued From Page 8C)

Monte Mart, Inc., a California corporation with six major stockholders, owns the Salinas business. All of the departments are operated under the company name, except a beauty salon, a Bank of America branch constructed on the parking lot in 1966, and a U.S. Post Office substation. A string of satellite shops at the eastern end of development is not affiliated with Monte Mart.

Northridge The latest and largest shopping center to be developed in the Salinas area is the Northridge

Regional Shopping Center which had its grand opening Oct. 23, 1972.

Located on the southeast corner of Boronda Road and U.S. 101, the 80-acre development is jointly owned by Sutter Hill Ltd. of Palo Alto and the Northwestern Mutual Life Insurance Co. of Milwaukee.

Three phases were planned for the development. The first phase was the construction of a fully-enclosed weather-controlled mall on a 55-acre site. As of the first of the year, Phase I consisted of 47 stores.

The Emporium and Penney's are the two major tenants of the mall.

Phase I, offers approximately 600,000 square feet of selling space. Construction cost of Phase I was approximately \$14 million. Phase II and III of the

development provides for a third major department store and additional retail space of approximately 300,000 square feet.

Northridge was built on property formerly owned and farmed by the Christensen family for 50 years. Andrew Christensen originally bought the property in 1916 from Gus Anderson to provide income for his family in dry farming, wheat and beans.

In 1924, a water well was dug on the land which provided irrigation for the first strawberries grown in the Salinas Valley. The property was acquired by Sutter Hill in 1969.

When completed, Northridge will be the largest retail complex from San Jose to Santa Barbara.



(John Hughes-Historical Society photo)

100 Block in 1880's

From right, Salinas City Opera House is above Franks Lean Fashion, livery and stable (later Massengale's); Webster the Tinsmith's Stoves and Pumps is next and the

famous Abbott House is large three-story building on left (now Cominos Hotel). The city's first hotel, the American, was to the rear of Abbott House.

Porter-Irvine Closes After 86 Years

Changing with the times and reeling with blows economic and seismic, Porter & Irvine Co. survived almost to the March 4 Centennial Celebration—but not quite.

It finally closed its doors Jan. 31, 1974. Up until that time, it was the oldest existing department store with continuous ownership in Salinas.

While Porter & Irvine had been a Salinas business for 86 years, its origins are traced to the early 1880s, when Samuel Irvine immigrated from the north of Ireland.

Irvine settled in the community of Sotaville (now Santa Rita), assured that the community would grow with the coming of the railroad.

Opening his "New Republic" dry goods store, Irvine supplied the necessities and some of the luxuries of 19th Century living until the late 1870s.

But the founding-father was mistaken about the railroad development. Railroad tracks were laid through Salinas instead of Sotaville.

Salinas prospered and grew, and in 1888, J.B. Porter and A.W. Anderson formed a partnership to open a dry goods store in the city of Salinas.

The financial union of Porter and Anderson was short-lived. Anderson was lured to the boom-town of Fresno, selling his interest in the partnership for \$2,895.35.

A short time later W.J. Irvine, merchant Samuel Irvine's son, stepped into the firm as Porter's partner.

Operating initially in the old Nance Building on Main Street, the two partners supplied Salinas with its bustles and gilded shaving mugs.

In 1891 Porter & Irvine

moved to the McDougall Building, where it remained for 43 years before moving to its last location at 307-311 S. Main St. in 1931.

Business at Porter & Irvine was only slightly disrupted by the devastating Salinas earthquake of 1906. While the McDougall Building survived the shock, the firm relocated temporarily until the Salinas business district could be put back in order.

The following year the firm returned to business as usual, adopting the slogan, "The House of Values," and touting men's hats in a 1907 newspaper advertisement.

"No man goes out of this store with an ill-fitting or unbecoming hat," read the ad. "It is our business to have the proper hat in your size, and we know our business."

Hat styles for the Spring of 1907 included soft felts, straws and derbies.

W.J. Irvine died in 1924, and his eldest son, William M. Irvine stepped into the partnership, along with his brothers James and John Irvine.

W.J. Porter died in 1928, and the Irvine family assumed full ownership of the company. The company remained under third-generation Irvine family management until today.

In 1949 the entire store was remodeled and departmentalized to stay abreast of changing retailing patterns.

The mustache cups, derbies and bustles are gone, as the one-time Porter & Irvine motto of "The House of Values" was expanded to read, "Style, Quality, Value."

Now its windows and shelves are empty—a sad retail note of our time.



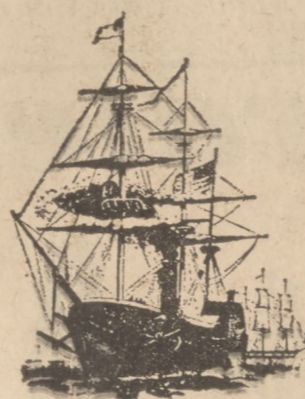
DICK KIMBER



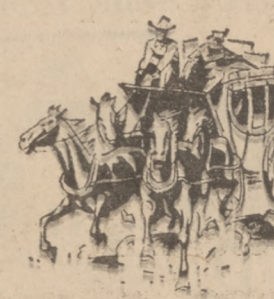
ALICE KIMBER

33 YEARS EXPERIENCE IN THE TRAVEL AGENCY BUSINESS

Methods of Travel Sure Have Changed in the Past 100 Years!



From sailing ships to our present day "747 Jumbo Jet" Airliners... with even bigger and faster planes in the production stage! Each method of travel was pretty fantastic in its time! Progress moves at a tremendous rate, making traveling today more pleasant, safer and lower in cost... considering time and distance!



Travel Agencies have had to change too, to keep up with all the information on where to travel, hotel accommodations, meals, passports, currency exchange, rent-a-car, what clothes to wear, to see that vouchers and tickets match the itinerary you purchase, etc., etc. Our 33 years experience in the travel business is your guarantee that you'll receive personal attention from us, no matter what your travel needs may be. We have been helping your friends and neighbors in the Salinas Valley make their dreams come true for many many years. Next time you plan a trip, call us! We're a member of the American Society of Travel Agents, too!



ASTA—A good sign when thinking of travel!



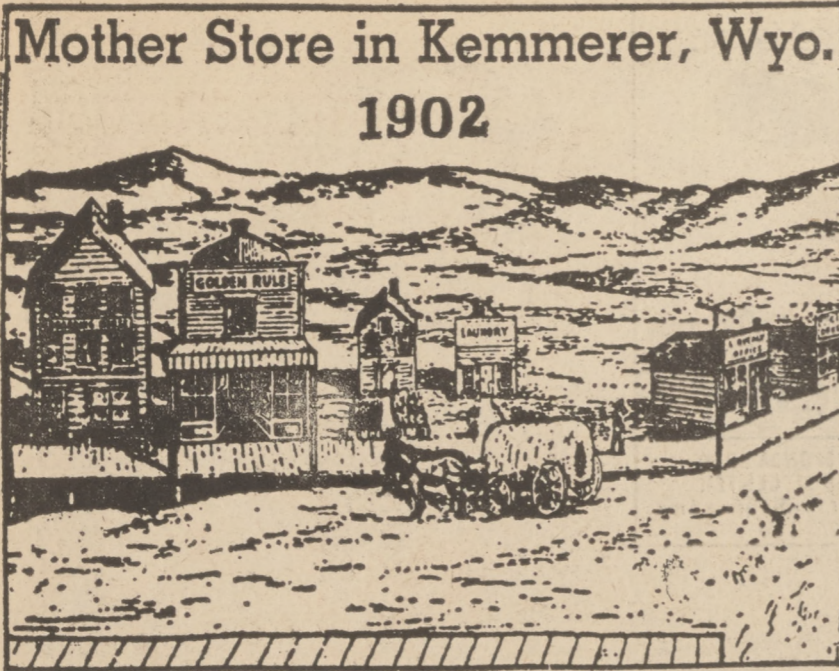
SALINAS TRAVEL CENTER

268 MAIN STREET

SALINAS

PHONE 424-0307





Mother Store in Kemmerer, Wyo.
1902

DID YOU EVER SHOP IN KEMMERER WYOMING?

THAT IS WHERE JAMES CASH PENNEY STARTED
THE FIRST GOLDEN RULE STORE IN 1902

Official Paper of
Monterey County

Salinas Index-Journal
"THE PUBLIC BE TOLD"

Second
Section

No. 28

SALINAS, MONTEREY COUNTY, CALIFORNIA, • THURSDAY, OCTOBER 17, 1929.

Penney Company Opens New Store Tomorrow Morn

Twenty-seven Years' Growth

FIRST NEW TYPE
BUILDING GETS
PREMIERE HERE

Investment Of \$150,000 Shows Confidence Of Merchant Prince In City; Confidence In Men Formed Basis For Fortune Of Man Who Built System

GOVERNMENT
ON TRAIL OF
BOOZE RING

Big Organization Financed By Banks Is Revealed By Raides Had Secret Fortresses And Radio Outfits

NEW YORK (AP)—The federal government started today on the trail of bootlegging operations which, according to a report, are being financed by a big organization of banks, organized like a business, and equipped with radio outfits.

U. S. Attorney Robert E. Quinn Tamm today announced that the federal government has started today on the trail of bootlegging operations which, according to a report, are being financed by a big organization of banks, organized like a business, and equipped with radio outfits.

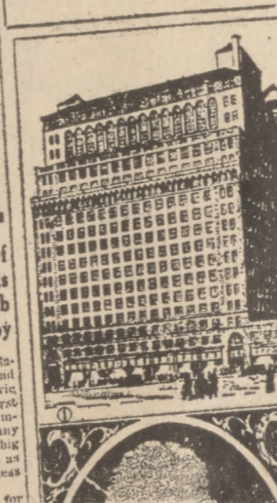
Young, 2 Ways



HOW YOUNG
CAME INTO
PENNEY CO.

Enterprising Manager Of Local Store Recounts How He Left Bank Job To Serve As Office Boy

It's only been a matter of a few days since J. C. Penney, 27, an earnest and energetic young man, who has been in the employ of the local store for a few days, recounted how he left his bank job to serve as office boy.



Reflecting the growth, prosperity and metropolitan trend of Salinas, the new J. C. Penney store, its official point of sale, is located in the heart of the city, on the corner of Main and Commercial streets. The store, which is the first of its kind in Salinas, is a two-story building, with a total area of 150,000 square feet. It is a modern building, with a large parking lot, and is equipped with the latest in store fixtures and equipment. The store is a reflection of the growth, prosperity and metropolitan trend of Salinas, and is a testament to the success of the J. C. Penney system.

SALINAS CALIFORNIAN

Wednesday, August 18, 1948 SALINAS CALIFORNIAN—9

Penney Store Opens Tomorrow



The modern new J. C. Penney company store, located in Valley Center on South Main street, will formally open its doors to the public at 9:30 o'clock tomorrow morning. The store contains all of the latest innovations for modern merchandising methods and is designed to insure maximum service to its customers.

Golden Rule Applied to First Penney Store In 1902, Is Still Followed in System Today

In more than 1,500 cities and towns throughout the United States there are J. C. Penney department stores serving the needs of the average American family. Penney stores from coast to coast in every state in the union together form the largest chain of retail department stores in the world. In 1902, the Penney Co. did more than three-quarters of its business in one city. Each Penney store today is a reflection of the growth, prosperity and metropolitan trend of the city in which it is located. The store is a testament to the success of the J. C. Penney system, and is a reflection of the growth, prosperity and metropolitan trend of the city in which it is located.

Research
Assures
Quality

Vital to the maintenance of Penney quality standards is the research testing, the patient research conducted by the company laboratory in the central office building.

Items Tested Under the direction of C. W. Dorn, the laboratory tests a multitude of items—mostly in staple lines—ranging from shoes and pillow cases to shoes and shirt buttons. The laboratory's findings are used by the company in the selection of merchandise and insure that deliveries meet the original standard upon which they were purchased.

Works Constantly Tests shown here are but a few of those used daily by the laboratory, which works constantly to develop methods of maintaining Penney quality.

Establishment
Designed for
Best Service

Formal Opening Scheduled for 9:30 a.m. With Two Long Service Employees Presiding

J. C. Penney store, which will open its doors to the public at 9:30 o'clock Thursday morning, is the latest in retail businesses from the standpoint of facilities, stock and efficient arrangement, according to M. B. Young, manager. The store, situated in Valley Center on South Main street, is decorated in soft green pastels, artistically combined with tans, browns and yellows which blend with eye-appealing beauty.

Honor of cutting the ribbon at the parking lot entrance to the store, which will signalize its opening, will go to two veteran employees of the store—Mrs. Letta Hile, who has been with the company 20 years, and Mrs. Melba Pennington, associated with the concern 19 years.

The store has a huge lower floor, or basement, a main floor and a mezzanine. The offices are located on the second floor above the main street entrance.

J. C. Penney Company Founder



James Cash Penney was born in Hamilton, Mo. During his youth he clerked in a dry goods store, and in 1902 opened a similar store in Kemmerer, Wyo., as one of three partners. Out of this humble beginning—the small store in a western mining town—grew the present Penney company with stores in every state in the union. The phenomenal growth of the company is proof of the soundness of Mr. Penney's belief in the Golden Rule as the best possible business policy. He applied the principles of square dealing equally in merchandise, customer and in employee-employer relations, and these policies have won for the company the confidence of the public and the loyalty of associates, both so vital to success.

Main Floor

The main floor will house men's clothing, hats and accessories, ladies' lingerie, hosiery, a complete girl's shop, sportswear, shoes, infant wear and equipment. The center counters, placed within easy walking distance of each other, are laden with thousands of individual items sold nationally in Penney's.

In the basement, or lower floor, household goods, including kitchenware, dinnerware, glassware, pictures, draperies, mirrors and other similar articles are offered. In addition, piece goods, work clothes, a cotton shop and a full line of boys' clothes are located on the lower floor.

Ladies' dresses, foundation garments, coats, suits, and other articles of women's apparel are placed on the richly-carpeted mezzanine floor. A "Teen-Age" shop, "Junior Miss" department and a women's sportswear division are also a part of the mezzanine floor sales.

Convenient stairways connect the three floors, with "comfort-guards" steps for easy walking installed. There are ample handrails. This store contains the most recent developments in building and arrangement, spokesmen said. "It has everything in the way of physical makeup to serve any wish of the customer."

SON DOR... TRON, M... this J... Rum... form...

To Bay

OCTOBER 17, 1929

OCTOBER 24, 1972



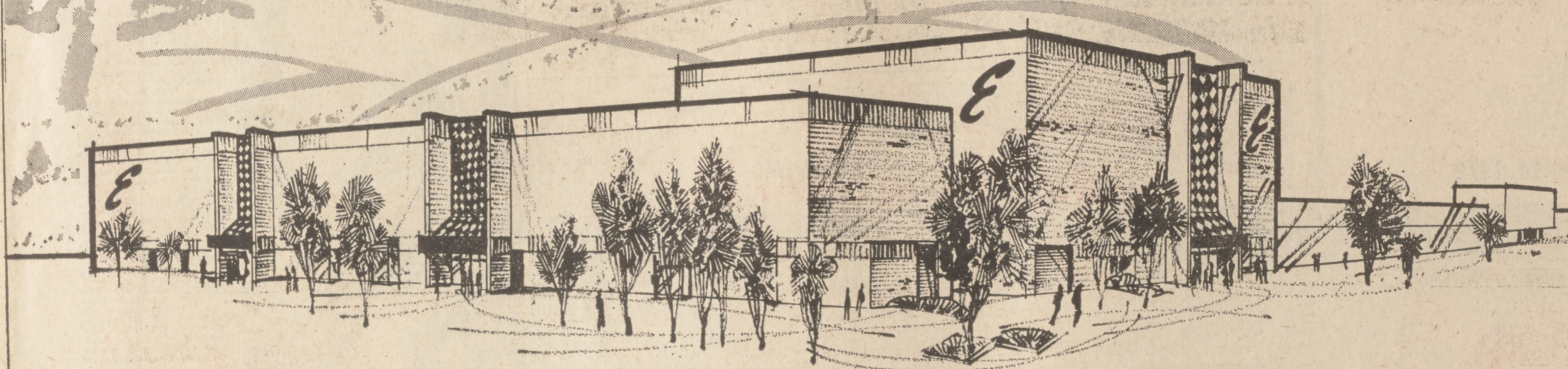
Reflecting the growth, prosperity and metropolitan trend of Salinas, the new Penney store in the Northridge Shopping Center opened its doors in 1972. This beautiful new store marks the third Penney location in Salinas since 1929, and will serve the shopping needs of our community for years to come.

JCPenney
The values are here every day.

The Emporium

HIGHWAY 101 at BORONDA ROAD
IN THE NORTHRIDGE CENTER
From Monterey, Carmel or Pacific Grove Area
Call Toll-free 373-6131

The Big salutes the Salinas Centennial



The Emporium...the big department store for the whole family. The store with the Big Selection in Fashions to Home Furnishings, with many kinds of charge accounts for your convenience. And no charge for delivery for purchases over \$5. And the Big E is easy to reach: just off Highway 101 at Boronda Road and North El Camino Real, Northridge Center.

northridge

SHOPPING CENTER



- The Aardvark
- Advanced Tax Service
- American Handicrafts
- B. Dalton Booksellers
- Breslers Ice Cream
- Bumbleberry Pies
- Card 'n Party
- Card Tree
- Carousel Snack Bar
- Children's Photographer
- Consumers Distributing
- Earresistable
- Emporium
- Fashion
- Fashion Conspiracy
- Florsheim Shoes
- Foxmoor Casual
- Gadget Tree
- Gallenkamp
- Golden West Savings
- Hartfields
- Home Federal Savings
- House of Fabrics
- Innerspace Environment
- J. C. Penney Co.



- Keepsake Diamonds
- Kinney Shoes
- Knights Donuts
- Kushins Children's Bootery
- Kushins Shoes
- Leeds Shoes
- Lerner Shops
- Lord Byron Pizza
- Merle Norman Cosmetics
- Morrow's Nut House
- Music Box
- Orange Bowl
- Parklane Hosiery
- Pay Less Drug Store
- Photo West
- Royal Polynesian
- Safeway Store
- See's Candies
- Sherman Clay
- Thom McAn
- Topps & Trowers
- Wardwell's Magnavox
- Wicks 'n Sticks
- Zales Jewelers

AN OLD FLOWER WITH A NEW CENTER BLOSSOMS IN SALINAS

The towering magnolia tree at NORTH RIDGE CENTER, Salinas, California, is a time honored landmark in the Salinas Valley. For over 100 years this picturesque tree has been viewed by travelers along Highway 101.

The Christensen family, who owned the property, now the site of the NORTH RIDGE CENTER, just off of Boronda Road on North Main Street in Salinas, had this as their Home Ranch for more than 50 years.

Mrs. Harold Christensen who had lived on the property for many years recently recollected her fond memories of the tree in her front yard. Mrs. Christensen expressed her delight and surprise that NORTH RIDGE had preserved the tree in the interest of local history.

NORTH RIDGE developers designed the parking lot and relocated the North main Street entrance to the Center in order to leave the tree standing.

The letterhead and brochures of NORTH RIDGE CENTER carry the logo of the magnolia blossom as a permanent part of NORTH RIDGE CENTER's tie with the community.





Presbyterian Church, 1890

This tranquil scene is in 1890 looking south on Pajaro Street in front of the First United Presbyterian church constructed in 1876 at a cost of \$6,000. The Salinas Index noted then it was "a model of good workmanship, and

beautiful in design both inside and out." The 65-foot steeple landmark still remains and the building is now used as a restaurant. Presbyterians first met here in Sotomil schoolhouse (Santa Rita) in 1868.



East of Eden, 1974

This handsome, refurbished Presbyterian Church has graced Salinas' skyline for 97 years. Now a restaurant, East of Eden, the structure is no longer painted its traditional white, but the 65-foot steeple remains a Salinas landmark and the new owners have kept many of the details in what, without planning, has become

known as the Old Town look, which Downtown Merchants are currently pursuing as a revitalization theme for the area, particularly such fine Old Main Street buildings as the McDougall building at Main and Gabilan streets.

In 1873 Rev. George McCormick became pastor of the church which had

(Continued to Page 15C)



Methodists Oldest Used River House in 1850's

By PAUL KESSINGER
Californian Staff Writer
When the city was incorporated 100 years ago it had neither city hall, nor jail nor even a McDonald's hamburger stand.

But it did have a thriving religious life with three Protestant churches, Methodist, Presbyterian and Episcopal, already established.

The Methodists can claim the honor of being the oldest faith in the city, and, in fact, even predate the time when there was a city.

Once every two weeks in the late 1850's C.V. An-

thony would ride over from Monterey to "Salinas Plains" to preach in a deserted dwelling which also served as a schoolhouse.

That first meeting house, was located "not far from the ford across the Salinas River where the stage from Monterey to San Jose came out into a beautiful plain," according to Anthony.

Under Rev. A.C. McDougall, services moved to the Blanco School in 1861, then to the Spring district schoolhouse. In 1867 the Salinas Methodist Church was formally organized.

In 1870 the Methodists decided to move to the new town of Salinas, and under the leadership of J.C. Simmons the first Protestant church in the city was built on Lincoln Avenue where the Salinas Recreation Center now stands.

Another congregation, North Methodist, was formed in 1870, but because of financial problems did not have its building on West Gabilan just off Main Street.

SODA WORKS

April 2, 1874—Salinas City Index: R. Angelo has established a manufactory for the purpose of making soda-water, on Main Street, near the courthouse.

finished until 1875. In 1897, a new building was constructed, also on West Gabilan Street.

Services at the Lincoln Avenue Methodist Church were discontinued in 1924, and most congregation members switched over to North Church. In 1927 the two congregations were formally joined and built the present First United Methodist Church at West San Luis Street and Lincoln Avenue in 1928.

The new parsonage of the church was built in 1951 at 128 W. Acacia St. The Rev. Donald Wells is the current pastor. He is assisted by Rev. C.E. Manherz.

Presbyterians The history of the Presbyterian Church in

Salinas also goes back beyond the incorporation of the city.

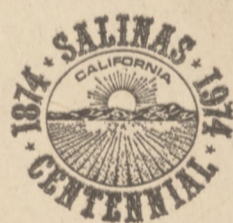
The first services were not actually held in Salinas, but in the schoolhouse at Santa Rita, then called Sotomil; in 1868.

The initial services were conducted by Rev. M. Gibson of the First Presbyterian Church of San Francisco, who had been contacted by a group of Salinas Presbyterians originally from Delaware County, New York. Gibson arranged for Salinas's first

HUGHES' BUILDING

April 9, 1874—Salinas City Index: M. Hughes, the saddler, has removed his shop for the time being to a lot next to Rhinehart's bakery, on Main Street. When his brick building is erected on the old location, he will return.

Join Centennial Celebration
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1874 Index Reference

Who was who and what was happening in Salinas in March, 1874?

Here is the "Reference" listing verbatim from the Salinas City Index:

Salinas city post office—Closed on Sundays from 10:30 a.m. to 3 o'clock p.m.

Champions of the Red Cross—Meet every Saturday evening. C. S. Abbott, E.C.; John Rowland, secretary.

Sons of Temperance—Salinas lodge, No. 248, S. of T., meets every Monday evening at M.E. Church, in Salinas City. L. Aufer, W.P.; Wm. Quintel, R.S.

The Stages—Stages leave Salinas City for Monterey on the arrival of the cars from San Francisco, at 3 o'clock, p.m. Stage leaves Sargent's Station for San Juan at 1:20 o'clock, p.m.

The Mails—For Castroville, Watsonville and all points north of Salinas City, mails close at 10:20 a.m.; for New Republic, Natividad, Monterey and all points south of Salinas City, at 2:15 p.m.

Presbyterian Church—Sabbath School at 9½ o'clock, a.m., Dr. W.H.

Davies, superintendent of services, in Rink Hall, at 11 o'clock, a.m. Rev. W.H. Wilson, pastor.

Improved Order of Red Men—Gabilan Tribe, No. 44, meets every Tuesday evening at Grangers Hall, Salinas City. A.B. Abbott, S.; L. Aufer, C. of R.

M.E. Church—Rev. Geo. O. Ash, pastor, services in new church on Gabilan Street, at 11 o'clock, a.m. and 7½ o'clock, p.m.; Class meeting at 12, m.; Sabbath School at 2:30 p.m.; Prayer meeting every Thursday evening at 7½ p.m.

M.E. Church, South—Preaching every Sunday at 11 a.m. and 7½ p.m. Sunday School at 10 o'clock; prayer meeting Wednesday evening at 7½ o'clock. J.M. Lovell, pastor. Residence near church.

Salinas Lodge, No. 204, F & A.M., stated meetings on Saturday, on or before the full moon in each month. Sojourning brothers invited to attend. F.M. Jolly, S.M.; E.K. Abbott, Sec.

Board of Supervisors—John Breen, president, San Juan; R. Morey, Monterey; F. Martin, Hollister; S.P. Carter, Salinas; John

Sheehy, Pajaro. Regular meetings first Monday in February, May, August and November.

Alisal Lodge, No. 163, I.O. of O.F.—meets every Wednesday evening at 7 o'clock, in Odd Fellows Hall, Main Street, Salinas City. Members of the Order in good standing invited to attend. W.J. Towle, R. S. W. L. Carpenter, N.G.

County Officers: County Judge, W.M.R. Parker; Sheriff, J.B. Smith; County Clerk, John Markley; Recorder, Herbert Mills; Treasurer, B.T. Nixon; Assessor, W.V. McGarvey; School Superintendent, R.C. McCroskey; Tax Collector, M. Castro; District Attorney, M. Farley; Auditor, J.B. Scott; Surveyor, F.L. Ripley.

Town Officers, Salinas City—Trustees, I.J. Harvey (president); B.T. Nixon, B.F. Wilcoxen, M. Hughes, H.P. Tuttle. Regular meetings on the first Monday evening of each month. Marshal, C. Franks; Deputy Marshal, Jas. Harris; Treasurer,

R.L. Porter; Assessor, W.P.L. Winham; Clerk, M. Farley.

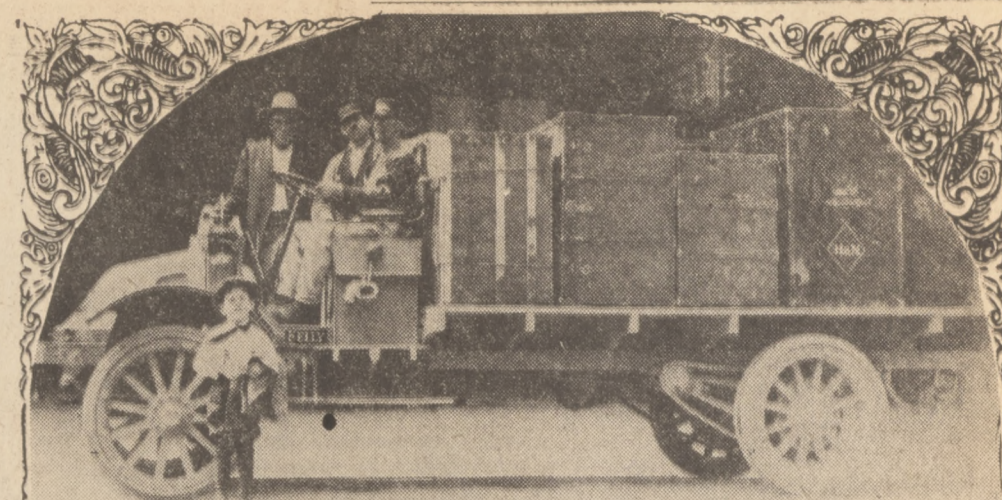
United Presbyterian Church—Sabbath School and Bible Class at 10 o'clock a.m.; services every Sabbath at 11 a.m. and 7 p.m., at Pacific Hall, in Salinas City. Prayer meetings every Tuesday evening alternately at the residences of the different members. Seats free. All cordially invited to attend. Rev. Geo. McCormick, pastor.

The Courts—County Court, Jas. F. Breen, judge, meets the first Monday in March, May, July, September and November. District Court, Belden, Judge, meets on third Monday in March, July, and November. Probate Court, Breen, Judge, in chambers at the courthouse, in Salinas City, every Saturday at 10 o'clock a.m.

The Railroad—Passenger trains leave Soledad for San Francisco at 8:40 o'clock, a.m., Gonzales 9:14, Chualar 9:50, Salinas City 10:35, Castroville 10:55, Pajaro 11:30, Vega

11:54, Sargents 12:15 Returning, leave San Francisco at 8:40 a.m., and arrive at Sargents at 1:20, Vega 1:52, Pajaro 2:03, Castroville 2:35, Salinas City 2:55, Chualar 3:40, Gonzales 4:04, Soledad 4:40. Passenger trains leave Tres Pinos City for San Francisco at 10:45 Hollister 11:20. Returning, arrive at Hollister at 2:30 p.m. and at Tres Pinos City 3:05.

Patrons of Husbandry—Until further notice, Salinas Grange, No. 24, Patrons of Husbandry, will meet at Grangers Hall, over Vanderhurst, Sanborn & Co.'s store, on the first Saturday of each month at 2 o'clock, p.m., for business. C.S. Abbott, W.M.; J.R. Hebborn, O.; Samuel Cassidy, L.; Geo. Abbott, C.; W.L. Carpenter, Rec. Sec.; U. Hartnell, Per. Sec.; H.S. Ball, S.; S.D. Triplett, A.S.; Mrs. H.S. Ball, L.A.S.; Wm. Quintel, Treas.; J.H. Campbell, G.K.; Mrs. N.L. Allen, Ceres; Miss Clara B. Westlake, Flora; Miss Ida Hebborn, Pomona.



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Area Towns Helped Salinas

July 10, 1873—Salinas City Index: Despite lack of uniformed militia, brass band or fire companies,

'Agitators' Seek County Seat Change

March 26, 1874—Salinas City Index:—County seat removal agitators, who propose that the County Seat should be removed from its present central and available position to Monterey, assert as an argument in support of their project that the roads leading to Salinas City are impassable in the winter, and a removal to Monterey would facilitate the transit of those who have business to transact at the county headquarters.

The logic of this argument is rendered supremely ridiculous from the fact that every road now traveled to reach Salinas would have to be traversed to arrive at Monterey, with 20 miles added to them, and a bridgeless and at times treacherous and unfordable river intervening (Salinas River at Hill Town).

impromptu celebrations on July 4th were held.

Residents of neighboring towns of Watsonville, Castroville and other adjacent localities assisted.

Procession included Castroville Philharmonic Society and Temperance Society, and the orator and poet of the day to read Declaration of Independence. At least 2,000—"a vast throng"—attended. Abundance of good food.

Asphaltum Sidewalks Installed on Main St.

March 26, 1874—Salinas City Index: MORE SIDEWALKS: A majority of the property holders having so decided, the asphaltum pavement will be laid along the east side of Main Street from Riker's corner to Bullene's blacksmith shop. It is highly probable that the other side of the street, or a large portion of it, will also be thus improved.

Happy 100th Birthday, Salinas!

moved to its present building across from Mission Park in 1951.

With the remarkable tenure of men such as Kemper and McCormick, the church has had only five pastors in its 104-year history.

Present pastor, Arnold Nelson, began as assistant pastor at the church in 1963 after serving there temporarily during World War II.

Episcopalians

Episcopal worshippers in Salinas didn't have a church building until slightly after the chartering of the city, though they had been organized since 1873 as a mission of the California Episcopal Diocese.

The first Episcopal Church was dedicated July 14, 1875. It stood at the corner of Gabilan and California streets and is used today as a residence.

The church ended its mission status and became self-supporting on May 10, 1888. It was named St. Paul's Episcopal Church.

A new church was built in 1896 under the urging of Rev. A.L. Mitchell.

The \$5,000 structure was 40 by 65 feet with a 65-foot tower. It reminded many of the "Little Church Around the Corner" in New York City. The church was built of field stone and shingles.

St. Paul's stayed in the picturesque church at West Alisal and Lincoln Avenue until 1953, when it moved to its present location at San Miguel Avenue and Pajaro Street.

George N. Hunt is now rector.

Churches

(Continued From Page 14C)

moved to a building at Lincoln and Central avenues.

McCormick described the day he arrived in his diary: "It was ideal weather... the country clad in the freshest greenery, sun shining, air fragrant with blossoms, to me after a long, hard winter in the east... a veritable paradise."

McCormick retained his first favorable impression of Salinas, staying until 1928. McCormick Chapel in the present First United Presbyterian Church is named for him.

Under McCormick the congregation moved to a new church on Pajaro Street in 1876. The Salinas Index noted, "Their building, which has cost a little over \$6,000, is a model of good workmanship, and beautiful in design both inside and out."

The church has been renovated and now is open as a restaurant. Even 100 years later, few would disagree with the Index's approval of the building's architecture.

In 1928, Rev. M.L. Kemper came to the Salinas church from Culver City Westminster Church and remained in the pulpit until 1965.

Dr. Kemper, the dean of Salinas clergymen, is still active in the church. He was awarded a Doctor of Divinity Degree by Sterling College in 1946.

Under Kemper's leadership the First United Presbyterian Church



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on its'
birthday

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Most Unique Victorian Design

This Victorian house across from Steinbeck Library on Church Street is described by a local architect as having the "most unique Victorian design" in Salinas with its distinctive eight gables. (Californian photo)



First Mayor's Home

Salinas' first mayor, Isaac Julian Harvey, lived in this house at 238 E. Romie Lane. Built in 1868, it now is headquarters for Monterey County Historical Society. (Californian photo)

Architecture Pendulum . . .

*Earth to Woods;
Stucco to Earth*

By LARRY GROOMS
Californian Staff Writer
Earth to redwood, redwood to pine, pine to stucco and back to earth; the pendulum of architecture swings for Salinas.

The earliest homes of Salinas were Spanish adobes, with thick walls, rough hewn beams and tiny windows.

Adobes yielded to simple wood-frame homes of pioneers. And those austere dwellings, gave way in time to opulent Victorian mansions.

Public tastes changed during the early 1920s, and Salinas saw the con-

struction of homes and buildings in the starkly futuristic international style; a 360-degree turn from the romantic period of architecture.

That style too, reverted in time to more elaborate design, which evolved into the "ranch style home" of the 1950s and 60s.

Now many of the city's newer homes feature the contemporary flavor of high ceilings and great expanses of glass. Open space is the rage.

But the cathedral ceiling and wall of glass may also pass from popular favor. And what style will replace it?

"The adobe was a really practical building, because it didn't use a lot of energy to heat or light."

That's the view of Salinas architect George Kuska, who believes architecture for Salinas may soon come full circle—earth to earth, so to speak.

Not that Kuska is saying future generations of Salinas residents will live in adobe homes. Adobe is far too costly to use as a building material now.

But Kuska does believe the energy shortage is inexorably driving man back toward the earth for his building materials.

Kuska rejects the prediction of some architects that man will one day go underground for his shelter. But he says he does expect, "more use of material like dirt mounds for sides of houses," using available land to form some components of a house.

The temperature differential a few feet below

ground level is only three or four degrees, Kuska points out. But houses built entirely above ground have to be heated or cooled to counter a temperature differential of from 30 to 70 degrees.

Earth, it seems, is a nearly perfect insulation—something early Salinas settlers recognized.

Contemporary home design with its accent on open space, "is a style that will die in a hurry, because those houses are extremely hard to heat uniformly," says Kuska.

While building materials and styles have changed drastically over the past hundred years or so in Salinas, the city retains a diversity of designs from each of its architectural periods.

"There are some really fine Victorian houses here in Salinas," says Kuska, "although a lot have been torn down."

The ornately built Victorians, Kuska points out, were built during architecture's romantic period, between the late 1800s and the early 1920s.

"You had to have quite a romantic approach to life to want a Victorian house," he points out.

Noting that Victorian houses were extremely costly to build, difficult to keep up and nearly impossible to heat properly, Kuska says the Victorian was designed for one purpose, "to show status. It was a prestige thing."

But what Victorian homes may have lacked in practicality, they more than compensated for in durability.

Many of the Victorian period homes in Salinas were built almost entirely of redwood, from the sill plate upward. Kuska says the redwood lumber used then is as good today as it was when the Victorian homes were erected.

According to Kuska, the Victorian homes of Salinas can never again be duplicated.

"The cost of building a Victorian would be fantastic today, because there is so much hand labor and craftsmanship. In the first place you couldn't find anybody to do it, and if you could, the cost would be excessive," he observes.

"Craftsmanship cannot be duplicated today because there's nobody who can do it. That's what makes the historical value so great for old houses here."

According to Kuska, Victorian details exist in (Continued to Page 18C)

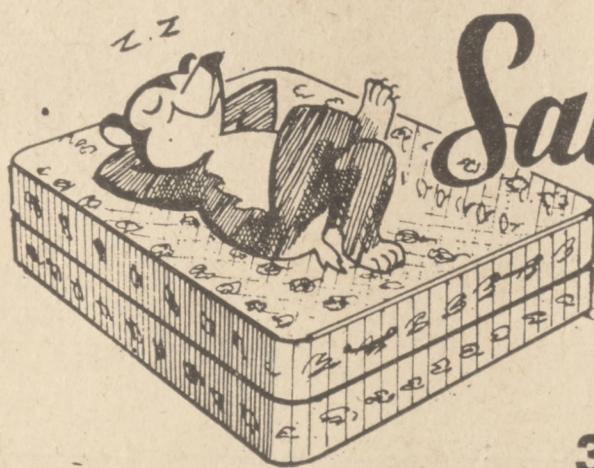
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Famed Steinbeck House

Probably the most famous Victorian house in Salinas is the birthplace of John Steinbeck, Nobel prize-winning native son. The refurbished house has been purchased by the Valley Guild which is now serving salad luncheons there under manager, Pat Ostareello, foreground.

Proceeds will go for maintenance. The Historical Society has applied for state designation as an historical landmark for this home, the Boronda Adobe and the McDougall Building, the latter with its unusual brickwork.

(Californian photo)



Historical Restoration Project

Salinas architecture began with the earth, adobe, and the above photo, taken before 1900, is of the historic Boronda Adobe which is a current restoration project for the Monterey County Historical Society. It is hoped to completely restore the adobe and make the site a

historical museum near 101 Freeway in North Salinas. The society's small Cottage Museum was torn down recently in Sherwood Park to make room for the new Community Center complex.

(John Hughes-Historical Society photo)

Architectural Changes

(Continued From Page 16C) abundance on older homes between Monterey Street and Front Street.

Perhaps the best known Victorian period house in Salinas is Steinbeck House on Central Avenue, the family home of the late Nobel Prize winning author John Steinbeck.

But Kuska says one of the most unique Victorian designs exists across Church Street from the John Steinbeck Library—a house with eight distinctive gables.

Frame homes of Salinas withstood the April 15, 1906 Salinas earthquake with apparent ease. But many of the young city's commercial structures were lost to history.

Kuska explains that almost any wood frame structure is more resistant to earthquake forces than is a brick building.

That was especially true at the turn of the century, he comments, when brick buildings in Salinas were mostly unreinforced and held together by lime mortar from the Natividad area.

Lime mortar, Kuska points out, has almost no holding quality.

The 1906 quake severely damaged or flattened several of the city's commercial buildings on Main Street. The city's three hotels survived, but a newspaper account of the damage said the Ford and Sanborn retail store "collapsed like an egg shell."

Kuska says some unreinforced brick buildings still exist in Salinas, held in place more by sheer thickness of their walls than by the lime mortar between individual bricks.

Ornamentation was a must for turn of the century commercial buildings, and in 1873 the Salinas City Index proudly reported details about the city's newest showplace, the Salinas Bank building.

"Outside, the building is to be highly, yet tastefully ornamented and covered with mastic. The apex of the fire wall in front will be surmounted by a large carved eagle. A magnificent burglar-proof safe, weighing over 4,000 pounds, has been purchased," the paper said.

Offices inside, the newspaper reported, would be "fitted up with great taste and skill, artistic carving, painting and woodwork meeting the eye on every side."

According to the article, laurel wood was used for wainscoting, counters and doors, with black walnut

employed in decorative moldings.

Kuska believes the most unique historic building in Salinas may be the McDougall building on the northeast corner of Main and Gabilan streets. "You very seldom see that amount of terra cotta detail in a city the size of Salinas," Kuska remarks.

While Salinas has a storehouse of architectural treasures within its city limits, it also has its share of architectural white elephants.

Kuska notes that a good many old houses in Salinas were built with single wall construction, which no longer meets city code requirements anywhere.

Asked if it's true that, "they don't build 'em as well as they used to," Kuska replies:

"Good houses in the old days were better and the poor houses were not nearly as good."

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Continuous Ownership

With the closure of the 86-year-old Porter & Irvine Department store, Sid's is now the oldest continuous ownership department store still in Salinas. From this main Street location, the store moved and now has a modern building in Alisal Shopping Center.

Sid's Continues Department Store

Sid's, opened by Sid Grossman's father in 1934, is now the city's oldest continuous ownership department store still in business.

Located in a shopping center at 832 E. Alisal St., its shelves are well stocked with an assortment of goods ranging from blue jeans and mod footwear to sport coats and conservatively-striped ties.

Sid's father, Moe, owned a jewelry store in Oakland which folded during the Depression, and the family moved south to Salinas, which then had a population of about 13,000.

"We took a chance in opening up a little clothing store," Sid recalls. He was 16 then, and "we even lived behind the store," which at that time consisted of a 12-foot front on Main Street.

Sid's brother Paul sold a cab business to join the rest of his family in the operation of the Salinas store in 1947.

That was also the year the Grossman's opened a second store only three

doors down from the original site.

In 1956 the family expanded by opening a Gonzales branch. In the early 1960s in the days of the Bracero program, they briefly operated still another branch at a local farm labor camp.

The family opened its present store in 1964, selling all its branch stores.

Moe retired in 1968 and now, at the age of 77, is living in Los Angeles.

Sid and his brother Paul run the department store along with Sid's wife, Esther, and son Gary.

Reflecting back on 40 years as a local businessman, Sid says, "I've seen this town grow."



Masons Are 105 Years Old

While Salinas is this year celebrating its centennial, one of its oldest institutions—Salinas Lodge No. 204 of the Free & Accepted Masons—will be marking its 105th birthday anniversary.

Well before citizens got around to chartering a city, they had chartered a Masonic lodge. Today the descendant members of those founders are still prosperous in the brotherhood they supply each other.

Their home, a handsome edifice on San Joaquin Street, bears little resemblance to their first meeting place. But the ancient, time-honored rituals, the high-sounding titles they bear, and the lodge framework remains unaltered.

The founding of the fraternal organization can be traced back to June 29, 1869 when 11 master masons from other California mason lodges met at Cook and Nixon's Hall, at the corner of Alisal and Main streets.

There they decided to petition the Most Worshipful Grand Lodge of Free and Accepted Masons in California for approval to form a Salinas lodge.

The approval was not long in coming. On Sept. 30, 1869, the first meeting of the new lodge was held under formal Mason dispensation. And when the lodge was granted its official charter in October 20 of that year, Carlisle S. Abbott, a pioneer civic leader, was made the first Worthy Master.

Since then the ranks of Salinas masons have been filled with hundreds of other civic and business leaders in the community, as well as by the late John Steinbeck, one of America's greatest novelists. From those days of the first 11 masons, the membership organization has grown to some 600.

The masons—who take

their name from the masons who built a temple in Jerusalem for worship in Biblical times—are more a fellowship organization for men than an organization for charitable activities, though masons do sponsor retirement and children's homes in a number of locations.

For each, the common brotherhood is paramount. Each enters only after having accepted loyalty pledges to each other, the organization and the principles for which it stands.

In celebrating its centennial in 1969, the Salinas Lodge noted that the year corresponded with the landing of the first man on the moon.

In its centennial publication, the lodge said it believed Neil Armstrong's words—"one small step for a man, one giant leap for mankind"—were analogous of the lodge's own history. "Many small steps have been taken by those who are or were members of this lodge. When considered together, they add to a giant leap forward for masonry."

Masons agree that when a lodge membership reaches near 500, it's time to start a new lodge. They figure that such a population makes it difficult for all the members to gain active positions.

Masonry proved popular enough in Salinas for a new lodge to become necessary by the late 1950's, and a second masonic lodge—Gabilan Lodge No. 803—was chartered in 1960. It now shares the temple with the Salinas Lodge while marking off the years to its own centennial.



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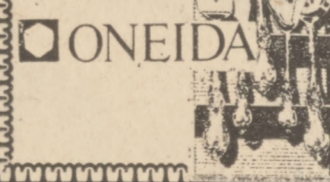


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1906 Disaster—Ford-Sanborn Ruins

The terrible April 18, 1906 earthquake ruined the city's largest store, Ford & Sanborn, on the southwest corner of Main at Gabilan streets. Ford's second store across the street remained standing. Hundreds of

residents viewed the ruins after the greatest natural disaster of the century. Damage occurred almost everywhere in Salinas. (John Hughes-Historical Society photo)



1906 'Quake Council Reacted Swiftly to Crisis

In its 100 years' of existence, the Salinas City Council has had few natural disasters to cope with under emergency conditions.

One of the few, and the biggest, was the "San Francisco" earthquake of April 18, 1906. If you were in Salinas that day at 5:14 a.m., Mother Nature rudely shook you awake.

It was the greatest natural shock of the century and San Francisco wasn't the only damaged city. After viewing debris throughout the Salinas area, the Common Council rallied, and, on the next day, April 19, held a meeting in the Bardin House (where the Ordway Motel now stands), and planned the city's rehabilitation.

The Salinas City Hall was almost a total wreck with badly bowed walls.

Here's what they faced in the aftermath from on-the-scene reports of the disaster from Salinas Daily Index reporters:

"Salinas was visited this morning at 5:14 o'clock by the severest shock of earthquake that ever visited this Valley.

"The shock was severe and continued for fully a minute with great severity.

"The ground continued to vibrate for several minutes and when finally it ceased there was

widespread disaster.

"Probably more than half the chimneys in town were either thrown down or twisted so as to require repair.

"The great store of Ford & Sanborn Company on the westerly side of Main Street at the corner of Gabilan was completely ruined—both dry goods and grocery department.

"It collapsed like a crushed egg and became a jumbled mass of debris—plaster, glass, laths, etc., all covered by the tin roof. This was the worst wreck in town.

"But every business house and saloon in Salinas was more or less wrecked, nearly all plate glass on Main Street was broken, cornices were shaken down and wreckage littered the street from one end to the other."

But, what a miracle—no one was killed! And there were about 5,000 persons living in the then tiny hamlet of Salinas.

Other downtown losses: The Salinas Hotel's north wall was split from bottom to top, but damage was comparatively small;

—Miss Wallace's Department store lost a window and some plaster; the walls were cracked;

—The Chamber of Commerce room had all its exhibits strewn on the floor;

—Salinas City Bank lost

its windows and its ceilings

were cracked; —Mason's Bazaar had books and ink spilled from wall to wall;

—Krough's Drug Store was a mess of broken bottles;

—The Abbott House suffered cracked walls with back rooms losing their ceilings; two guests were injured;

—The Yellowstone Grill lost its ceiling and front window;

—Raynard's Bakery on Central Avenue lost its front wall and the interior was cracked;

—Masengill's stable was considerably pulled apart; —At the Bardin House, the damage was comparatively slight with a great deal of fallen plaster;

—Berges & Garrissere's had interior bottle damage;

—Others damaged were the Bon Ton restaurant, Lang & Browne's real estate, H.P. Browne's, Tivoli lodging house, the George White building, J.H. McDougall's building, Pythian Castle building, Robert Fairley's building, Salinas Livery Stable, Reavis & Co., Lyons Drug Store, Holzberger's barbershop, Odd Fellows Hall, Shelton & Archer's, Elks Hall building, Farmers' Mercantile Company, Bullene's Stables, Jeffery House, Muller's un-

dertaking parlors, Masonic Temple, Anderson & Dougherty's store, Porter & Irvine, The Fair, Tynan's Hoffman Cafe, and others.

The county courthouse, however, weathered the shocks better than any brick building in the city with only a few cracks in the ceiling and the loss of its chimneys.

The armory received severe damage in the rear of the building and the Sacred Heart church was damaged.

There were many narrow escapes as the earthquake progressed:

Miss Eliza Boronda, an Abbott House waitress, got out of bed at the first shock and the roof caved in and later the splintered timbers were driven through her bed.

Percy McKinnon was struck by a falling wire and a man named Bozier barely escaped being struck by the falling brick of the collapsing Ford & Sanborn building.

Frank Myers was injured by a falling door.

But, most frustrating, was what was happening to friends and relatives in other locations?

The Spreckels factory was hard-hit with all the

steel in the factory out of line, the Index reported. The trestle of the elevated railway was about three feet out of line and the track leading to Spreckels Bridge over Salinas River was twisted. The big tanks full of oil sprung leaks and about four feet of oil stood around the tanks.

The county bridge across the river was closed as the heavy piling was thrown out of alignment.

A peculiar feature of the quake in the rural Salinas area were deep fissures and land sinking through Blanco to the mouth of the Salinas River—county roads would drop off as much as six feet.

Moss Landing was particularly hard hit. The long wharf of the Pacific Steamship Company's big warehouses collapsed.

Those in transit had peculiar experiences:

Passenger train No. 9 was near Chualar when the shock occurred and the engineer told the Index the track moved back and forth with a worm-like movement. He stopped the train and most of the passengers thought the train was off the rails and running on the ties.

Besides the Chualar train incident, Aromas in

North County had tracks and engines demolished—rails were twisted like spaghetti and the Aromas station was a shambles.

The greatest problem of all was the lack of communication. Wires and telephone lines were down to San Francisco, the center of the disaster. Visitors from Salinas were in an unknown condition.

Even in Salinas this was a problem. A.F. Bullene started for town from his Agenda ranch to see how his wife and family had stood the shock. He met fissures and the earth cut and torn at Salinas River.

The Index recounted, "He met someone from Salinas opposite Spreckels who informed him that the whole town was totally demolished and that all two-story buildings had been leveled. From that instant he was determined to make Salinas as fast as possible. He forced his horse across the fissures and cracks and took his life in his hands.

"Without stopping to

(Continued to Page 21C)

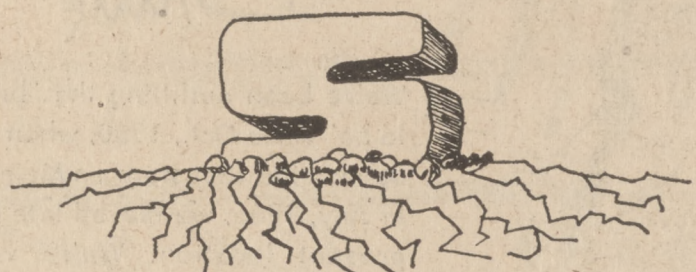
The Origin of Sid's as told by an unemployed limerick writer and sometime artist.



One day some 38 years ago, a single cloud, endowed with magical powers, miraculously appeared over Salinas.



Cracks began to appear in the earth where the raindrops had fallen.



And, a monumental department store was born. Sid's... the family department store... dedicated to the proposition that brand name quality and customer satisfaction shall not perish from the earth.

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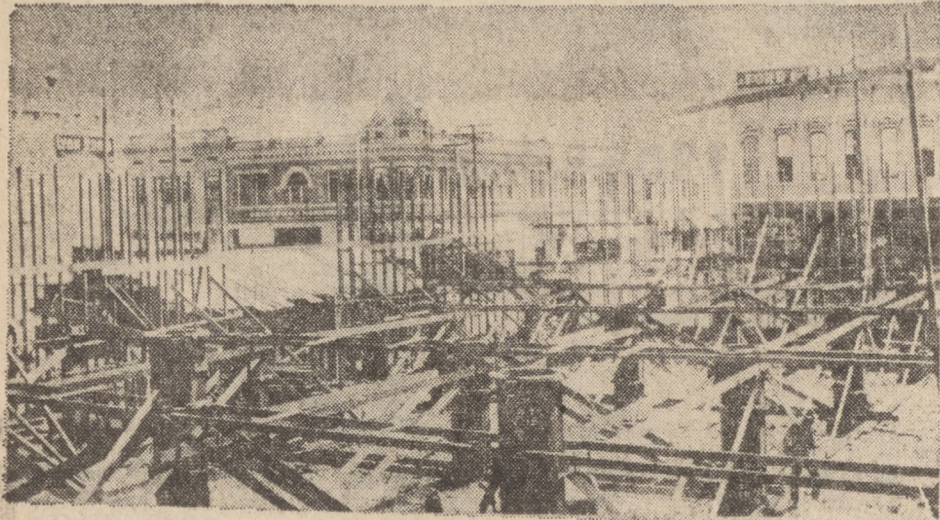
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1909 Library

The Salinas Civic Club (now Woman's Club) opened a campaign to raise funds and received a Carnegie Grant for the city's first permanent free library at Main and San Luis streets. The building was completed in 1909 and is shown in center of this Rodeo parade picture with the Foresters Building on the left. The city's first library was private in the I.O.O.F. lodge in 1889. Three-story building on right was Jim Bardin hospital, later the Bachelors' club, at Main and John streets (presently NorCal Savings).



Ford's Rebuilt

Work began almost immediately to rebuild Ford & Sanborn's large store at Main and Gabilan streets in 1906. Ford's second outlet across street (Wells Fargo bank present site) is seen still standing, as is the McDougall building on the northeast corner, which still stands today as an outstanding example of fine brick work rarely seen.

(John Hughes-Historical Society photo)

Quake Rocks Salinas

(Continued From Page 20C)

weigh the consequences, he urged his horse across the trestle of the Spreckels Company damaged bridge. The gallant little animal seemed to realize that it was expected to get across at any risk and with cautious footing made the bank on this side. It was a most perilous undertaking and Mr. Bullene was rewarded by finding his family safe and sound."

But the death and destruction in San Francisco could be almost felt personally from the eerie "blood red sun" in the sky.

"The smoke that rose from the ruins of San Francisco and San Jose has charged the air with a hazy cast," the Index reported, and the sunset last night (April 18) was most spectacular. Red as crimson sank the king of day into the bosom of Neptune's domain and hung like an omen of evil over the ruins that had been wrought earlier in the day."

This was how the Index described the skies where San Francisco's death toll stood at between 450 and 500 dead; another 1,500 injured and 250,000 people homeless. The Index's headline, "Terrible Earthquake" was, indeed, correct.

But, the recovery was miraculous. Salinas immediately dispatched its crack Troop C to help dig out San Francisco. They set up tents between 24th and 25th streets on Valencia.

Public schools were opened the next Monday as the Board of Education planned for eighth grades to be held in the basement of the Episcopal Church, the seventh in the basement of the Danish Lutheran Church and high school students to take up their studies in the West End School. Repairs on the high school building, which was badly damaged, would begin immediately.

The principal means of communication for several days was from person-to-person, as relatives got back together after separation. Their stories were told in the Index. There was no radio or television in existence.

Help came from all quarters. Los Angeles offered aid to Salinas (it had \$100,000 for all quake victims). Salinas Mayor Thomas Renick replied: "To F.Q. Story, chair

man relief committee, Los Angeles, Calif.—Many thanks for your generous offer. No lives lost in Salinas, no fires, no suffering. Relief Committee organized here to assist San Francisco sufferers."

Salinas merchants cleaned up the debris and business, maybe not quite as usual, began almost immediately.

By Friday, there were no aftershocks and the "residents feel much more cheerful and every man that can be procured is at work," the Index was happy to report.

And, ironically, one of the few men to miss the Salinas scene was Index Editor W.J. Hill. He had gone to San Francisco the night before and was in bed at the Langham Hotel, Eddy and Mason streets, when the quake hit. It bounced him about his room "like a rubber ball." He climbed out of the debris and made it back to his beloved Salinas unhurt by 11:30 o'clock that night.

He read all about it in that night's edition of the Index, as Salinas Valley residents have done for the past 103 years.

Salinas' first library was founded in 1889 by the Odd Fellows. Although it was not public, open only to Odd Fellows, widows of deceased members, and the Daughters of Rebekah, it was a magnificent beginning with a donation of \$5,000 for books by its founder, the Hon. J.D. Carr.

It was the women of the Women's Christian Temperance Union who came to the fore, opening a public reading room after the Independent Order of Odd Fellows library closed due to lack of funds. The reading room faced the same end until the Native Daughters took it over and achieved a monthly revenue of \$100 from local organizations in support.

In 1905 the City Council passed the ordinance establishing the Daughters' library as a public library. In 1907 the City purchased the library and it became a free library. The books, however, had been in need of a new home and it was the Salinas Civic Club, now the present Salinas Woman's Club, that took on that responsibility. Raising \$600 in the first five months of their campaign, they then acquired a lot on the

corner of Main and San Luis, applied for and received a Carnegie grant, obtained plans, began construction, and in 1909 opened the doors of Salinas' first real free public library. Mrs. Carrie Striening was the librarian, formerly in charge of the Women's Christian Temperance Union reading room. Mrs. Striening was appointed head librarian at a salary of \$15 a month, and she worked for the library for 30 years.

As the library's use began to grow, so did the library's book collection. According to a League of Women Voters report, issued in 1954, the library, built to house 15,000 books, was now bursting with over 28,000 books, not to mention newspapers, magazines and government bulletins. However, even in those cramped conditions, the library found room for a pamphlet file, picture collection, and 395 phonograph records.

Providing excellent (Continued to Page 22C)

City Library Built in '09

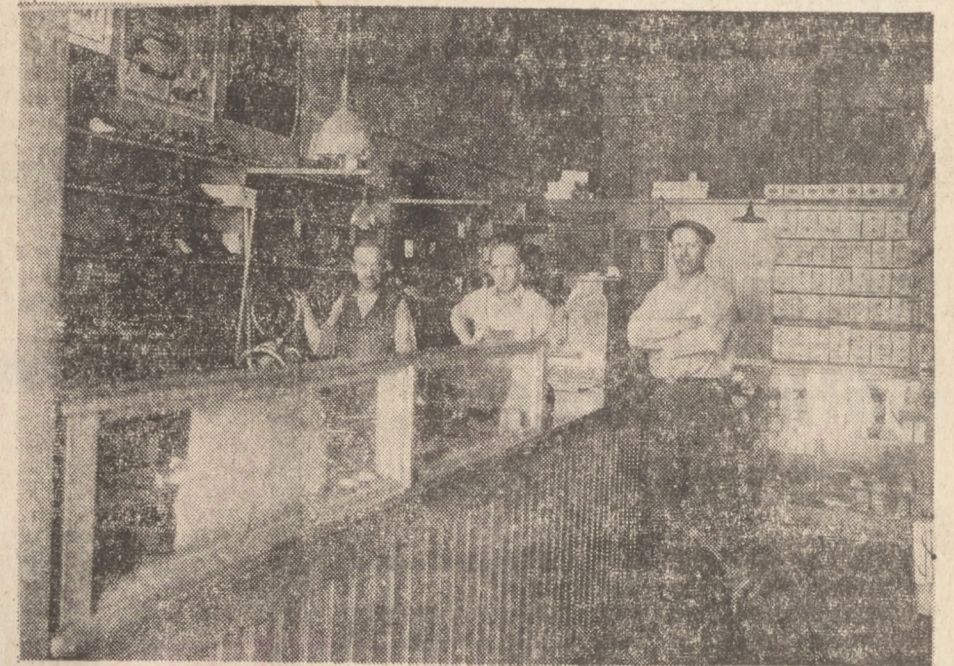
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SHOES
A link with the past . . .

SINCE
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Founder

Over half a century of service to the people of Salinas! That is our record and we are proud of it. Our selection of fine shoes and sizes assure you of the latest styles and comfort whatever your shoe needs may be.



Interior view of our first store with customer Alvin Hallack, right, Ole Beck, middle, and Christian Beck.

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Downtown Salinas



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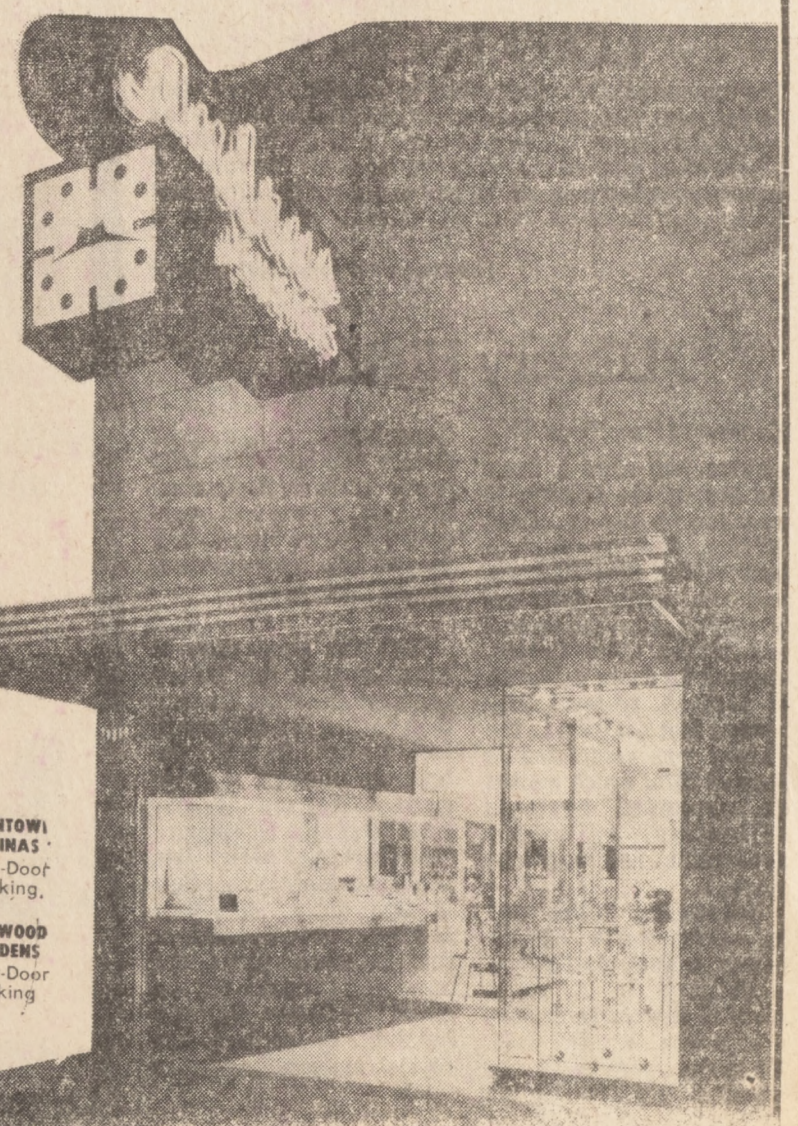
WATCHES by
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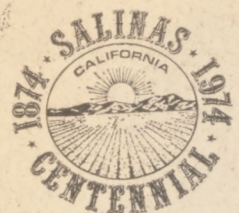
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SALINAS
Back-Door
Parking,
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GARDENS
Front-Door
Parking





By RICK RODRIGUEZ
Californian Staff Writer
Sacred Heart Catholic
parish is almost as old as
Salinas itself.

And almost since its
beginning, its emphasis
has been on education.

The parish was
established in August of
1877 with the appointment
of Rev. Cajetan Sorrentini
as its first pastor. Prior to
that, Salinas had been a
mission of the Castroville
parish.

The present church
property on the corner of
Market and Stone streets
was purchased in two
parcels in 1874 from John
Hayes and Dr. J.D.
Callaghan for \$2,400. A
small wooden building was
erected on Stone Street in
1875, where services were
conducted by Father Hugh
Curran of the Castroville
parish until Sacred Heart
was established.

Sacred Heart parish was
originally dedicated to the
Sacred Hearts of Jesus and
Mary. But somehow—
though never officially—
the parish became known
as Sacred Heart, singular.

Plans for a new brick
church were unveiled in

May of 1879. The 42 by 82-
foot church was completed
and dedicated on April 3,
1883. Cost of the church
was \$15,000 and an addi-
tional \$1,500 for an
Italian marble altar. The
church was to be paid
primarily through Catholic
fairs, a series of lectures,
games, food and en-
tertainment, which were to
become characteristic
fund-raising events. The
church cost was not paid
off until March 16, 1891.

Convent

A Sacred Heart convent
was opened by the Sisters
of Loretto on Oct. 11, 1886,
with 30 pupils in at-
tendance. The students
were divided into three
grade levels, junior, in-
termediate and senior.
Students were presented a
wide-ranging curriculum
from mental and moral
philosophy to bookkeeping
and chemistry. Monthly
tuition ranged from a
dollar to \$3.50.

A Catholic school under
the direction of the Sisters
of Mercy opened in June,
1889, and apparently lasted
for about one year.

Father Sorrentini died
June 29, 1893. He was
succeeded by Rev. P.
Stoters on Aug. 7, 1893.
Failing health forced Rev.
Stoters to resign and he
was succeeded by Rev.
Edwin P. Griffith on Aug.

16, 1902.

Father Griffith
spearheaded a drive for an
enlarged sisters' school
and convent. Construction
of the convent began in
early 1906 and was com-
pleted in July at the cost of
\$4,500.

The great 1906 ear-
thquake destroyed the
brick church, almost en-
tirely. Services were
switched to the new con-
vent-school until a new
church could be built.

Meanwhile, the church's
interest in education
continued to grow. The
Sisters of Notre Dame
came to Salinas in Sep-
tember, 1906, to assume
teaching duties. Seven
sisters comprised the staff.

Father Griffith died on
Oct. 31, 1906 as a result of a
fall while visiting the
Hollister parish. Father
Patrick Browne assumed
pastoral duties on Nov. 22,
1906.

Through a profitable
series of fairs, Father
Browne collected \$7,000 for
the construction of a new
church. The main building
was 52 x 120 feet of wood
construction. Seating
capacity was 750, not in-
cluding the choir loft. The
church was dedicated in
May, 1908.

Sacred Heart
established missions in
Santa Rita and Spreckels

in 1911. The site for St.
Joseph's Church at
Spreckels was donated by
Spreckels Sugar Co. on
April 15, 1910. Our Lady of
Guadalupe Church in
Santa Rita was built on a
site purchased at a tax sale
for \$8.62 on Feb. 25, 1880.

Services at the two
churches were discon-
tinued during the
Depression because
population in the areas had
decreased and automobile
transportation was more
readily available.

In 1913, Dona Anita
Hartnell de Zabala con-
structed a new convent on
church property for the
Sisters of Notre Dame in
the memory of her
daughter Maria Manuela
Zabala.

School Club

The first of many
Catholic school clubs was
established with the
organization of the alumni
of Sacred Heart School in
1914.

Father Browne was
transferred in August,
1918, to Anaheim. Rev.
Father J. Coen, formerly
of Santa Maria, succeeded
him.

Knights of Columbus,
Salinas Council No. 1948
was instituted at a grand
ceremony including a
parade through Salinas'
principal streets on May
11, 1919.

The Diocese of Mon-
terey-Fresno was created
in December, 1922. Sacred
Heart remained part of the
Diocese until the formation
of the Diocese of Monterey
in 1967.

An inventory in 1924
showed the parish in
possession of the church on
the south side of Market
Street, the rectory at 103
Market St., the school
located next door, the
convent at 28 Stone St.,
property at 255 Maple St.
and Calvary Cemetery.
Father Coen also pur-
chased two lots for a
playground and expansion
of the school for its 210
pupils, but did so without
the authorization of the
Diocese. The lots were
purchased officially during
the tenure of Father P.
Gerald Gay which began
March 7, 1926.

A Christmas Eve fire
destroyed the church in
1926. Insurance coverage
was for \$16,000 while the
estimated value of the
damage was \$55,000. Only
a lack of wind saved the
adjacent school building
from being engulfed.

Father Gay and his
assistant, Rev. Patrick J.
McCabe organized various
parish societies, all which
began to work for a new
church.

Construction Starts

Plans called for a



1906 School Razed

This structure served as Sacred Heart School for 52 years and was demolished in 1959 to make way for a new building on West Market Street. The Sisters of Notre Dame de Namur have taught since the school opened with an enrollment of 30. Twenty years before 1906, in 1886, a Sacred Heart Convent had opened by Sister ...retto. They too, listed 30 pupils on opening day.

uniform church and rec-
tory. Construction on the
church was started in late
1927. It was formally
dedicated on May 13, 1928.

Cost of the church and
rectory was \$90,000, \$63,000
of which was borrowed.

Rev. Patrick O'Connor
succeeded Father Gay in

1933 at a time when the
parish was experiencing
financial difficulty. At the
end of Father Gay's
(Continued to Page 23C)

Salinas I.O.O.F. Began in 1869

More than 100 years old,
Alisal Lodge 163 of the
International Order of Odd
Fellows was established in
the early days of Salinas
before incorporation
because, as one current
member colorfully ex-
plained, "there were no
churches or organized
morality."

Although the
organization dates back to
18th Century England, the
Salinas chapter was
established in 1869 with D.
A. Dyer presiding.

The organization's great
seal is emblazoned with
the words, "We command
that you visit the sick,
relieve the distressed,

bury the dead and educate
the orphans."

To that end a cemetery
was established in 1873,
and a library in 1889.

Carlisle Abbott, a
prominent businessman,
donated nearly six acres
for what now forms the
Garden of Memories
cemetery.

More than a decade later
Jesse Carr gave a \$5,000
grant to the Odd Fellows
for a library in the lodge
reception room.

Those books were
donated to the Salinas
Public Library in 1909.

Some of those books still
can be found on the shelves
of the John Steinbeck
Library.



I.O.O.F. Clock

The famous I.O.O.F. clock tower in the 200 block of Main
Street, east side, is shown south of Gabilan Street. The
grand downtown building became a landmark and the
whole town pitched in to buy the clock for the tower. It
was overhauled annually at city expense. The city's first
library, for members only, was opened by the lodge in
1889.

(John Hughes-Historical Society photo)

Library History

(Continued From Page 21C)

service has always been
the aim of the library. It
was due to this excellent
service, the foresighted-
ness of the City Fathers,
and the public, that the
library became the second
unit of the Civic Center,
opening its doors in March
of 1960. A tri-level 9350
square foot addition to the
library was completed in
May of 1973, which houses
an expanded business
collection, reference
department and magazine
storage.

Responding to the need
to serve North Salinas
better, a book station was
established in a spare
room of the North Salinas
fire house in mid 1953.
When the spare room was
needed by the Fire

Department, a storefront
library was opened at 1262
North Main in September
of 1954. Twelve over-
crowded years later it was
moved into new quarters
at 1400 North Main.

With the annexation of
Alisal in 1964, the library
acquired the East Branch,
then housed in a 400 square
foot garage. In 1965, the
branch moved to its
current location at 1207
East Market, a 1700 square
foot storefront which has
seen a dramatic increase
in use during the past
several years. Because of
this increase, plans are
now being made for an
East Salinas Branch
building to replace the
rented storefront now in
use.



You'll enjoy every minute you spend shopping through our well-
displayed merchandise in a modern, well-lighted atmosphere.
You'll always find something you need, and of course, we have
an ultra modern prescription department. With all this we are in
every way conscientiously your servant.

You also will find another modern Hank's Drug Store in Valley
Center. The two convenient locations, 333 Main St. and 855 S.
Main St., insure time-saving convenience for the busy shopper.
Adjacent door parking for those in a hurry.

"WE ARE PRESCRIPTION SPECIALISTS"

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Gifts of Distinction
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Sacred Heart

(Continued From Page 22C)

tenure, the parish had a debt of \$63,500, and money was slow in coming in.

But through parish activities such as the Oompah celebration, the debt was liquidated. Plans for a new school were drawn-up, despite cautions against wartime building. Construction began in March, 1942, and the building was dedicated Sept. 20, 1942.

With elementary education well-established, the parish pressed for secondary education. In 1946, the parish established Catholic Memorial High School, located in the old school building. The girls' school enrollment had reached 41 before the school was closed on Jan. 27, 1949.

In 1947, Reverend, now Monsignor, Michael J. Buckley, was assigned to begin the Parish of St. Mary of the Nativity, in what was then The Alisal. Sacred Heart, the mother parish presented it with a 10-acre building site and \$5,000 to get the new parish started.

Msgr. O'Connor died in 1950. He was replaced by the parish's present pastor, then Very Rev., now Msgr. Thomas J. Earley, V.G.

Msgr. Earley had held pastorates in Bakersfield and Merced prior to coming to Salinas. He says he was sent to Salinas, "primarily to establish secondary education."

Funds for the high school were raised through parish societies such as the 1,000 Club, which raised \$37,000 in its first year.

A site for the high school had been purchased as early as 1945. But problems arose. "While the property had already been bought for the high school where it is today, great difficulty arose with the city of Salinas at that time. In placing the high school there, it meant the dead-ending of Romie Lane," recalls Msgr. Earley.

Msgr. Earley then bought 13.3 acres from the Salinas Union High School District, adjacent to Hartnell College, to build the high school on. That too met with opposition.

Although the planning commission approved the site for the construction, a referendum was initiated and qualified. But the referendum never reached the ballot. An agreement was reached with the city of Salinas and the plans for the high school were returned to the original site. "We got back to the original site which was more appropriate as far as the geography of the site was concerned. As far as we were concerned, if the street went through, it would hurt the athletic program which is an integral part of a school program," says Msgr. Earley.

San Benito Picks Hollister as Seat

April 2, 1874—Salinas City Index: The election of county officers in the new county of San Benito (formerly part of Monterey County) occurred last Thursday, and resulted in the location of the county seat in Hollister.

The officers elected were as follows:

B.F. Ross of San Juan, sheriff; H.M. Hayes, of Hollister, county clerk; N.C. Briggs, of Hollister, district attorney.

Main Street Sewer Drains Into Slough

April 9, 1874—Salinas City Index: A sewer to drain Main Street on both sides has been cut across Main Street to empty into the slough under the bridge on Central Avenue.

As this slough is the best, and only available means by which to drain the city, it should by some means, the channel at least, become public property.

As it is, it is all included in private property, and can be shut up at any moment.

Construction of the high school began March 22, 1951. Opening session in the junior high school sector, was in September of 1951.

The school was co-educational. The Sisters of Notre Dame, who had been in charge of the parish's elementary school, were in charge of the girls in the new high school. The Irish Christian Brothers came from New Rochelle, N.Y. to man the boys' teaching staff. Brother Charles McManus and Sister Loretta Joan were the first co-principals. "The Irish Christian Brothers never had such a thing as co-educational school before.

They accepted the offer under the condition that they would someday have the school," recalls Msgr. Earley.

Palma expanded to a four-year high school in September of 1953. When completed, estimated cost of the facility was \$750,000.

The co-educational aspect of the school first ended in 1963 with the construction of Notre Dame High School for girls in Mission Park. The schools have intermittently reverted to the co-ed policy. It ended last year.

Changes

Meanwhile, other changes had taken place

within the parish. In Jan. of 1951, Mr. and Mrs. Adolph Klute donated land and a church, Christ the King, to the parish for the Mexican-American people. Father Ralph Tapia was the first pastor. He was replaced by the church's present pastor, Rev. Humberto Hermosa on Nov. 4, 1951. The present Christ the King Church building was dedicated Feb. 23, 1958.

The parish's welfare services began in 1951 with the establishment of the Catholic Supply Service and Charities and the organization of St. Vincent de Paul, a parish affiliate. Catholic Supply Service

and Charities have since closed. Their Central Avenue location, also donated by Mrs. Klute, was taken over May 15, 1973 as part of the City's Salinas Street extension project. But St. Vincent de Paul, which used to work through the Catholic Charities store, opened a thrift store of its own at 52 W. Market St.

In 1957, the filling of a slough on newly purchased property adjacent to the Sacred Heart elementary school took place. This property was the eventual site for construction of a swimming pool. The pool facility was a continuance of the parish's long-

standing Catholic Youth Organization (CYO) which attempted to provide youth activities. The pool experienced minor success and was eventually filled and the land sold.

The parish expanded its elementary school operations with the opening of Madonna del Sasso on Sept. 10, 1957. Madonna del Sasso was made a parish in June of 1960. The Very Rev. Silvano Baquedano was the first pastor. Present pastor is Rev. Msgr. Thomas J. Neary.

St. Joseph's Church in Spreckels was re-established in March of 1962. St. Joseph's was

Mon., March 4, 1974 SALINAS CALIFORNIAN—23C

made a parish in April, 1969, with Rev. Daniel Cronin its pastor.

The Sacred Heart parish established a cemetery in addition to Calvary Cemetery. Work on the Queen of Heaven Cemetery began in January, 1964. It was dedicated Sept. 25, 1966.

In December of 1967, the Diocese of Monterey was formed with Most Rev. Harry A. Clinch, D.D. installed as the First Bishop. Msgr. Earley, then Rt. Rev., was named by Bishop Clinch as the first Vicar General of the Diocese.

Sacred Heart parish acquired the childhood home of Nobel prize winning author John Steinbeck in 1968 as part of the Klute estate. The house was restored and served as headquarters for the Hartnell Newman Center for about three years. It was sold last year to the Valley Guild, an organization of Salinas women who converted the home into a restaurant.

Sacred Heart's latest venture into education has been the Montessori approach, a private operation which attempts to help pre-school children.

Man's Conquest of Time



The progress of mankind, from the earliest recorded ages, has been marked, by a ceaseless struggle against the limitations of time and space. Civilization is mutual interchange of thought and the product of thought. This interchange demands transportation, hence the development of civilization has paralleled the improvements in transportation. A useful lifetime should not be measured in hours lived, but in deeds done. Doubling man's productive capacity offers the same net result as doubling his period of usefulness or doubling the number of producers.

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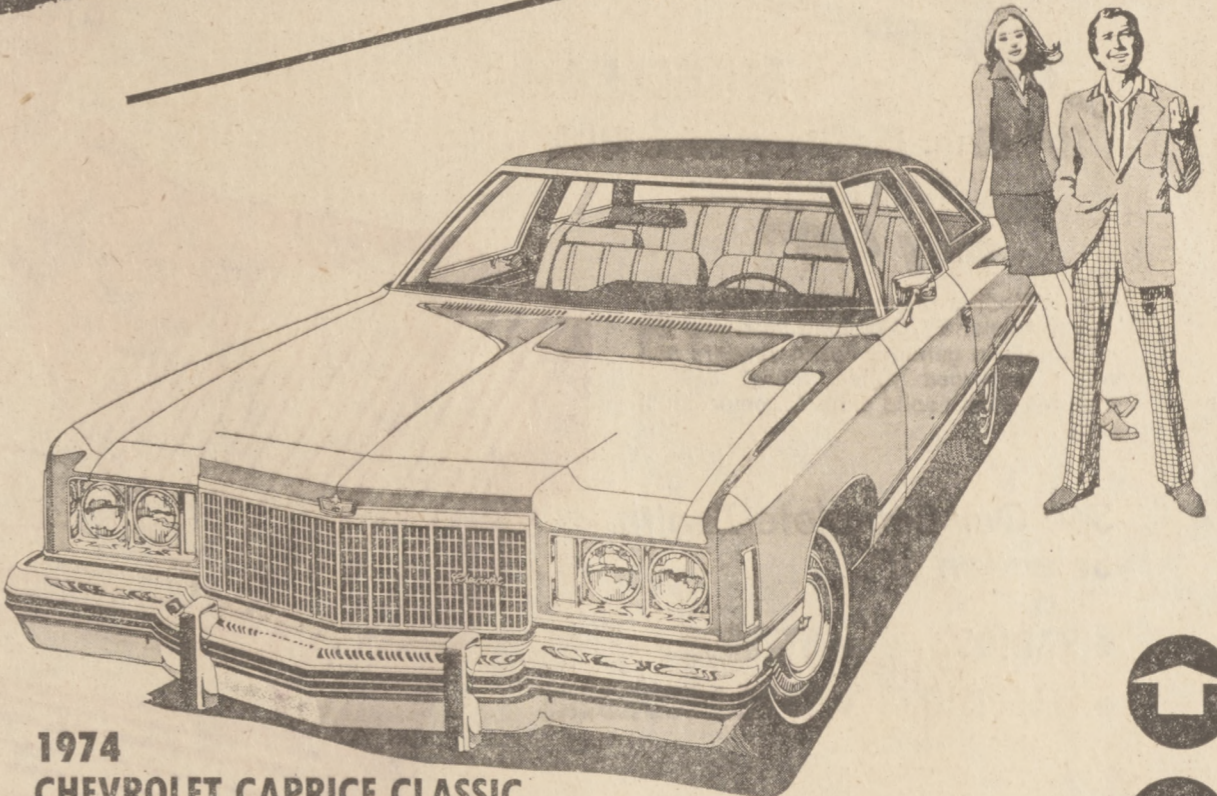


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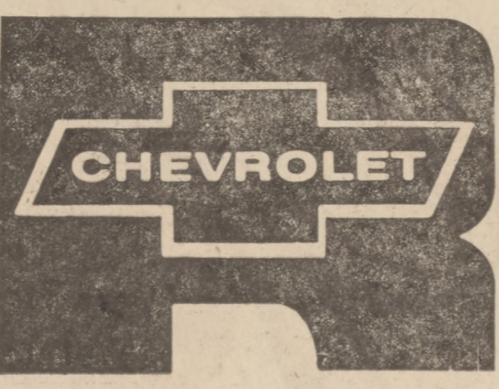
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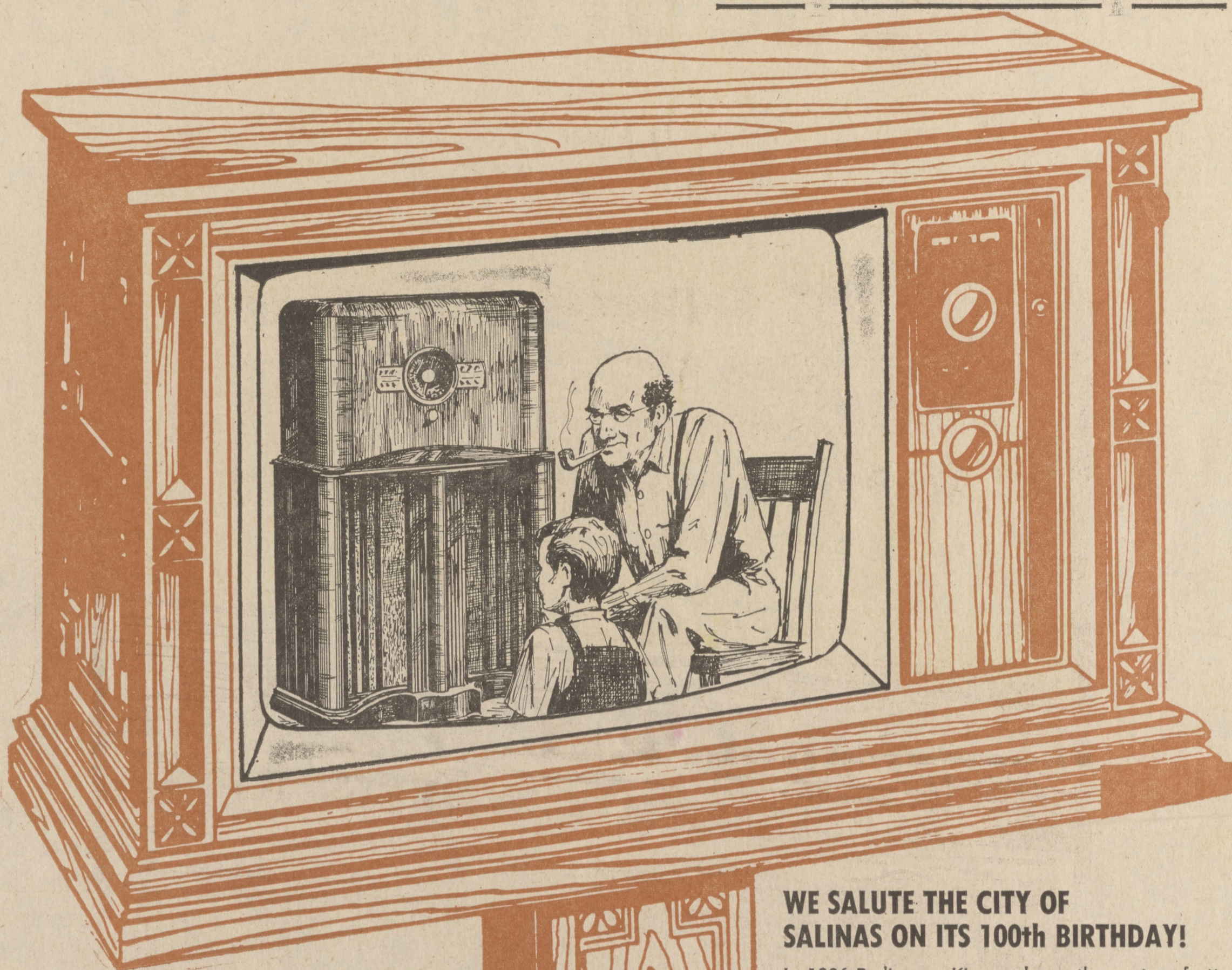
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